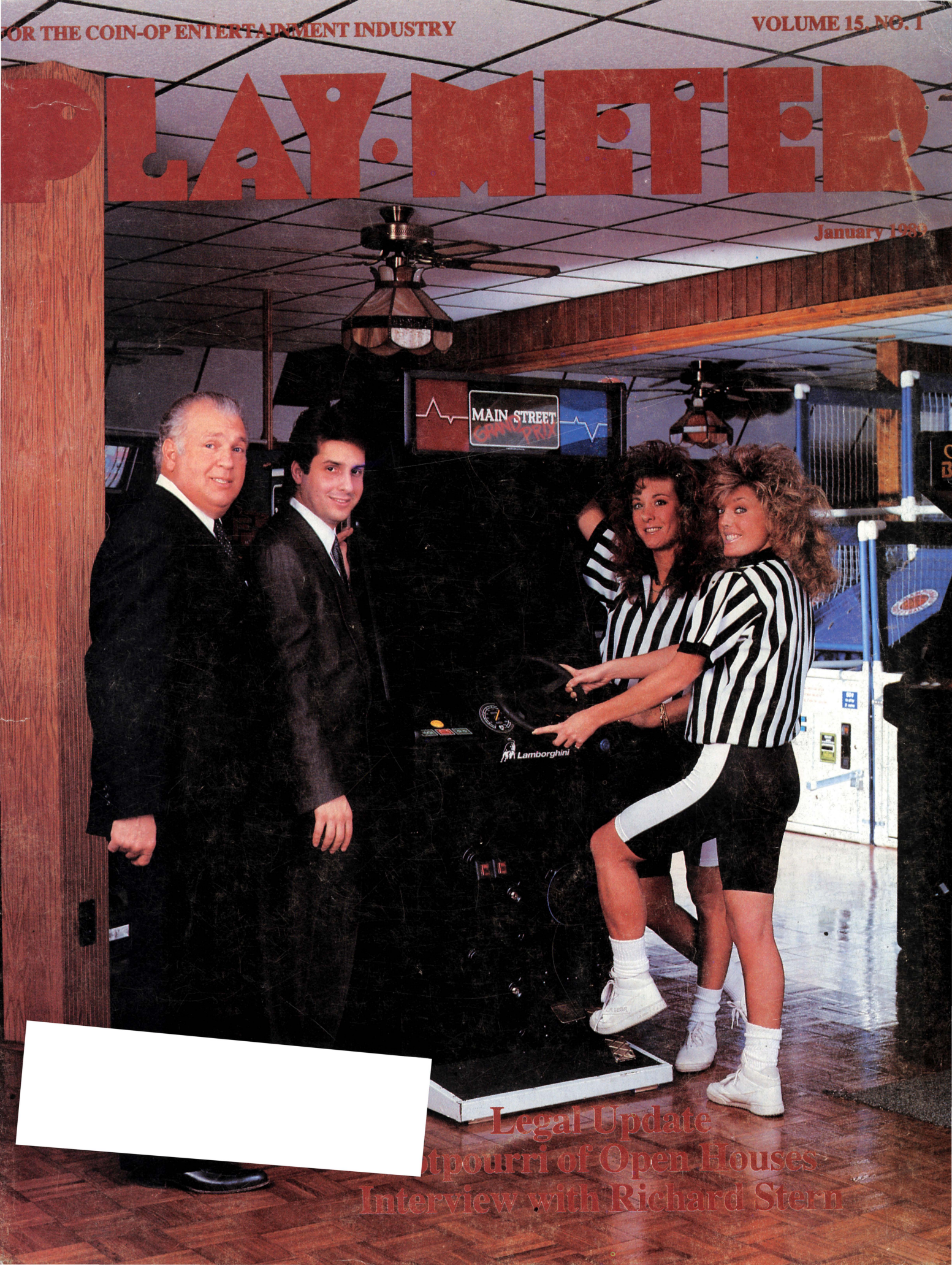
FOR THE COIN-OP ENTERTAINMENT INDUSTRY

VOLUME 15, NO. 1

PLAY METER

January 1989



Legal Update

Potpourri of Open Houses

Interview with Richard Stern

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NEWS BULLETIN

.....House Bill 5576, the bill to legalize cranes in Michigan, was signed into law by the governor on Christmas Day. It passed by votes of 23-11 in the state Senate and 81-9 in the House on the last day of the 1987-1988 session. The bill exempts crane machines from the Michigan Gambling Code and calls for licensing by the Bureau of Lottery. The Bureau will be issuing regulations concerning standards of operation and the types of cranes that will be able to be licensed for use in the state.

.....Southern California operators appear to have fended off attacks from the city of Long Beach and its Quality of Life Committee. That body, composed of members from the Long Beach City Council, issued a recommendation that would have effectively banned video games in retail and commercial outlets, restaurants and bars excepted. One of the requirements was 2,500 square feet of space before one video game could be allowed; this could be increased to one game per thousand square feet, up to a maximum of four games. This has the effect, however, of barring liquor stores, convenience stores, pizza parlors, video rental stores and other establishments, which are commonly under 2,500 square feet, from having any video games. Councilman Clarence Smith spearheaded the drive in an attempt to rescue the city's youth from preying drug dealers. His reasoning: kids eager to play video games but out of money may solicit quarters from dope pushers, who would then expect drug-related ''favors'' in return. The operators got some assistance from members of the California Coin Machine Association (CCMA) and fought to have the matter quashed. The chairman of the Long Beach Planning Commission, which must approve the QLC's proposal, agreed to postpone the matter for about 45 days, according to Dale Moore of L.A. Games. ''We're going to get together during this period and try to reach a solution that everyone can live with,'' he said.

.....Williams' Roger Sharpe announced that the company's newest video, *Narc*, will undergo full production in January, with shipments to follow to fill orders. ''We've been testing the game since the AMOA show, and the results have truly been better than we expected,'' he said.

.....Coin Machine Distrib. Inc. of Elmsford, N.Y., has been sold to Betson Enterprises, according to CMD President Al Kress. The transaction, which took place earlier this month, came about ''because of a number of factors,'' he said. Betson will be the exclusive Rowe distributor for the metropolitan New York-New Jersey area, Kress added. Also, CMD's office in Baton Rouge, La., has closed; a new Rowe distributor will soon be appointed for that area. In the meantime, customers should go through the Rowe distributor in Memphis, Tenn. That phone number is (901) 345-7811.

.....Axlon Inc. and President Nolan Bushnell, the video game pioneer who launched Atari, have entered into a contractual agreement with Atari Corp. to help produce games for them, according to Atari Corp.'s Mel Stevens. ''Axlon is an independent software company; Nolan's going to be working closely with Atari Corp. to develop hot new software,'' Stevens said.

.....Mr. Vend, which manufactures and distributes coin-op novelty and vending equipment, has just moved to a new 6,000 square foot manufacturing plant. Their new address is 9588 Topanga Canyon Blvd., Chatsworth, Calif. 91311.

.....On Dec. 7, the French Customs Authority seized 90 counterfeit PC boards entering France through the Charles de Gaulle Airport. Mr. Kaoru Hinami of JAMMA sent a letter to AAMA informing them of the seizure. Hinami complimented AAMA's enforcement efforts, which he believes were directly responsible for the seizure.

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FOUNDER
Ralph C. Lally II

PUBLISHER
Carol P. Lally

EDITOR
Valerie Cognevich

MANAGING EDITOR
Bonnie Theard

NEWS EDITOR
Christopher Caire

ART AND PRODUCTION DIRECTOR
Jane Z. Nisbet

CONTRIBUTING WRITERS
Irving Blackman
Randy Fromm
Steve Harris
Charles Ross
Frank Seninsky
Roger Sharpe

EUROPEAN CORRESPONDENT
David Snook

ADMINISTRATIVE ASSISTANT
Renée C. Pierson

ADVERTISING MANAGER
Ron Kogos

ACCOUNTING
Carol Lea LeBell

CIRCULATION MANAGER
Renée C. Pierson

EDITORIAL OFFICES
6600 Fleur de Lis
New Orleans, LA 70124
(504) 488-7003
FAX: (504) 488-7083

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MONTHLY PUBLICATION OF THE COIN-OPERATED ENTERTAINMENT INDUSTRY

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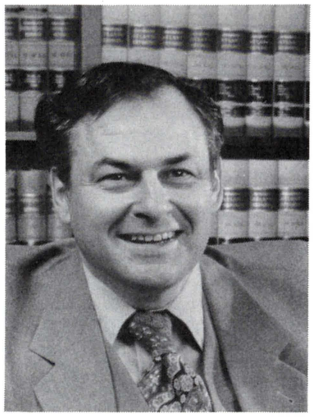
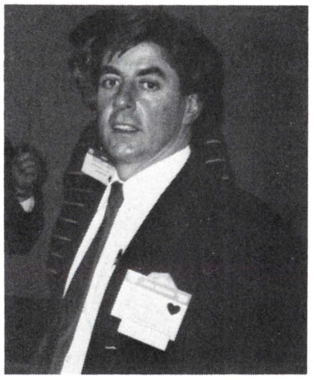
FEATURES



Interview with Richard Stern **20**

Richard Stern is an attorney who has gained a certain notoriety in the coin machine industry since he represented Bill Beckham, an Ohio operator who filed a lawsuit against Taito and the American Amusement Machine Association early last year. Here he talks about legal issues, finding an attorney, and when you need an attorney.



Cranes: fact & fantasy a history and legal update **28**

Bob Snyder of Bob Snyder and Associates is considered the "industry expert" on crane and merchandiser legality from state to state. In this legal update, Bob delves back to the past to tell why cranes and merchandisers got a bad reputation, then brings us up-to-date on cranes and merchandisers today.

Open Houses **76**

After the AMOA, many distributors hosted open houses for their customers and manufacturer representatives. These events are a wonderful way for everyone to mingle, discuss what's hot and what's not, and review the latest equipment. If you attended one of these events, I hope your picture is included. If not, make sure we take your picture next time!

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Cover: This month's cover showcases Grayhound's new driving game, *Main Street*. Aimed at the adult market, the game features 3-D graphics and simple game play. The player cruises his Lamborghini through an array of life-like situations while watching out for police cars. *Main Street* marks Grayhound's debut into the street location video game market. As salesman John Verderosa says, "Grayhound strives to stay in the vanguard of the coin-op business by designing a better mousetrap!"

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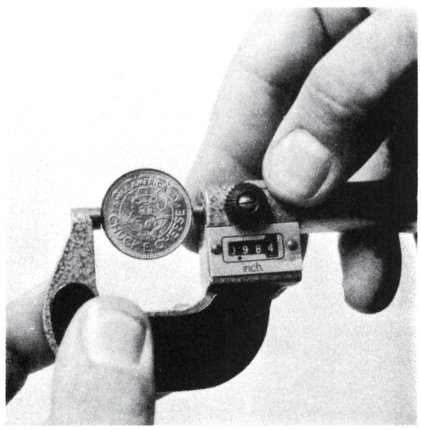

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LETTERS

Just the facts, ma'am

Keep up the good work. We, the operators in the coin machine industry, need you in the media. Report the facts and tell it like you see it. I also personally appreciate your opinions and editorials.

Good to see you in Chicago. I hope we can work together to make Washington, D.C., the biggest success ever.

Jim R. Stansfield
Jim Stansfield Vending

Action card appreciated

Thank you very much for the list of "Action Card" respondents! We are more than delighted to send information about Laramie Interests to them. Your effort is most appreciated.

Beth Berger
Laramie Interests

No roadblocks, please!

It seems that the main-line kit and dedicated people have put a temporary roadblock in the path of parallel board sales. Since they are unwilling to give us in the United States the *same* products that they offer elsewhere, operators must look outside of the United States for many of their conversion kit needs.

To add insult to injury, they use the U.S. Customs Dept. as a tool to insure their monopoly on video games and conversion kits. I have heard that all boards coming from Canada will be held for around two-and-a-half months and then discarded if judged to be illegal. Who will determine what boards are legal? Those who represent the major dedicated video game line!

Talk about a lack of due process and equal protection. If this is true, *no operator* should buy a dedicated game or main-line kit until this situation is resolved. This industry has always had a customer abuse problem, but enough is enough!

This brute policy will only change the route of incoming kits from Japan and other sources. It does hurt many Canadian vendors and their U.S. customers, but it will only be a temporary pain. The backlash may well cut deep into the profits of those who started this un-American policy and result in parallel boards being the only sellable boards around.

The coin machine industry is big enough for everyone, honest people included. If you cannot sell your products based on their price and merit, you need not be in this business at all. Don't just sit by and let a few top names tell you what and how to buy. You tell them in ways they will understand. Let them know what **no sale** means.

Charles Gleason
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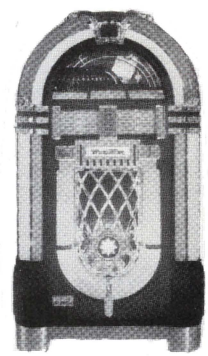

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Here we are facing another brand new year with all the hopes and expectations that go along with it. It's the traditional time to cast out bad habits, vow to exercise every day, promise to cut out all fattening foods, and generally make resolutions about how we would like to change our lives for the better.

We probably know in our hearts that we won't keep all the New Year's resolutions, but it gives us a feeling of accomplishment and perhaps control just to list what we would like or really should do.

The problems and events of the past year pale when compared to the clean slate of the promising new year. We need the break to rejuvinate and satisfy ourselves that the future is bright. If you can't even remember the new year's promises you made last year, just look at your list this year and the two most likely aren't much different.

While pondering over your personal covenants for the year, what an opportune time to critique your business, too. When was the last time you had an out-of-business experience where you viewed your organization through the eyes of an outsider?

At a seminar at AMOA, the speaker talked about image. He mentioned things like what you wear, what your vehicles look like, and the time you take with your customers. It's all image, a tangible or visable representation, according to Webster. Image is important to any business, but little things that come together to create a reflection of our businesses sometimes are overlooked for bigger, more pressing problems. Have you ever called your office and pictured how customers feel when the phone is answered? Whether or not you view answering the phone as an important job or not, the fact is that the person who answers your phone is going to make the first impression for your whole company. I've called too many companies and been astounded at the unprofessional attitudes eminating from the receptionist. I wonder how it can seem so unimportant to the company.

Your collectors make another vital impression on the company. Your locations probably see the collector and service people more than they see you, unless you are doing it all yourself. Either way, it's important to look like the professional you are. Uniforms are inexpensive while looking impressive. A shirt with your name and logo says a lot about how you run your business. Your vehicles are more than just four wheels to get back and forth and should say to your customers that you care enough to drive the cleanest trucks around. I was in a bar one night when the service man made a call to a down pinball. The guy looked like a derelict. Even the bartender felt he had to apologize for his appearance. Come on operators, that is simply uncalled for and too easy to control.

The image of the industry as a whole depends on everyone who deals with the public. It's important to all of us to let the world know that the coin-op amusement industry is a group of professionals. The only way they will ever know that is if everyone takes the time to spiff up their individual images, and act like professionals. I love to see trucks, *clean* trucks, proudly announcing a company's name or a representative come into a location with a professional attitude and appearance.

Take that look around and make improvements if necessary to be one of the companies locations are proud to be working with, and the industry is delighted to claim as one of their own.

Valerie Cognevich

Valerie Cognevich
Editor

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Looking for love in all the wrong places

Back in 1980 a neighbor of mine (also a journalist) forsook the pleasures of the written word and started a fledgling business as an aerobics instructor. She said she could see the popularity of aerobics growing and decided to "ride the crest" while she could. Her one-woman business grew quickly. She trained and added instructors, expanded into nearby cities, and was even designated physical fitness expert for a large, local department store.

One of the reasons for her success was the constantly changing routines she choreographed. Whenever a new movie debuted, she would incorporate the theme song, or a popular selection from the soundtrack, into her next six-week session. She mixed the old and the new to produce solid dance routines in the four phases of her program: warm-up, floor exercise, aerobic workout, and cool down. I can hear the sounds of Urban Cowboy's "Looking For Love In All The Wrong Places" right now—a choice for the cool down process.

The coin-op industry is presently in its own cool down process. And it may be looking for hits in all the wrong places. After attending AMOA Expo '88 and IAAPA 12 days later, I can safely say I've seen a lot of old and new equipment. At IAAPA there were only five video games displayed at the AAMA booth. The floor was otherwise swamped with big multi-player amusement park pieces, cranes, merchandise for cranes and redemption purposes, basketball games, coin pushers, kiddie rides, and much more.

Operators attending this show were not just "looking for love" in one place, but many places. Perhaps there is too much emphasis on video, the one place everyone seems to look first. Video is what people talk about when they say there are no good games. Beyond video, there is a cornucopia of good equipment on the market, available from many long-time novelty game producers with good track records and proven products that have withstood the test of time. These companies are ready to answer operator questions and have an opportunity to enlarge the scope of any coin-op business.

Instead of directing all of our attention to video, maybe its time to expand our horizons and think further into the future. Remember when hosts of pool tables were given to locations in order to enlarge video exposure? That turned out to be a poor business move. Those reliable, revenue-producing pool tables were lost forever. Operators who have devoted much time and attention to dart and pool leagues know how important it is to diversify and not trust their entire business to one type of equipment.

The audience's thirst for new video is surpassed only by Dracula's well-known fetish. When patterns are memorized and high scores achieved, seasoned video players want something new. This is the only business that seems to demand "new blood" every three months. Yet bowlers, for example, have been around since 1914. There's still a big demand for generally appealing games like this (space permitting, I know). The point is, look around more carefully next time at an industry show. The sun does not rise and fall on video. It is an important part of the business, but does not deserve to be the only game in town. Look for hits in more than one place.

Bonnie Theard

Bonnie Theard
Managing Editor

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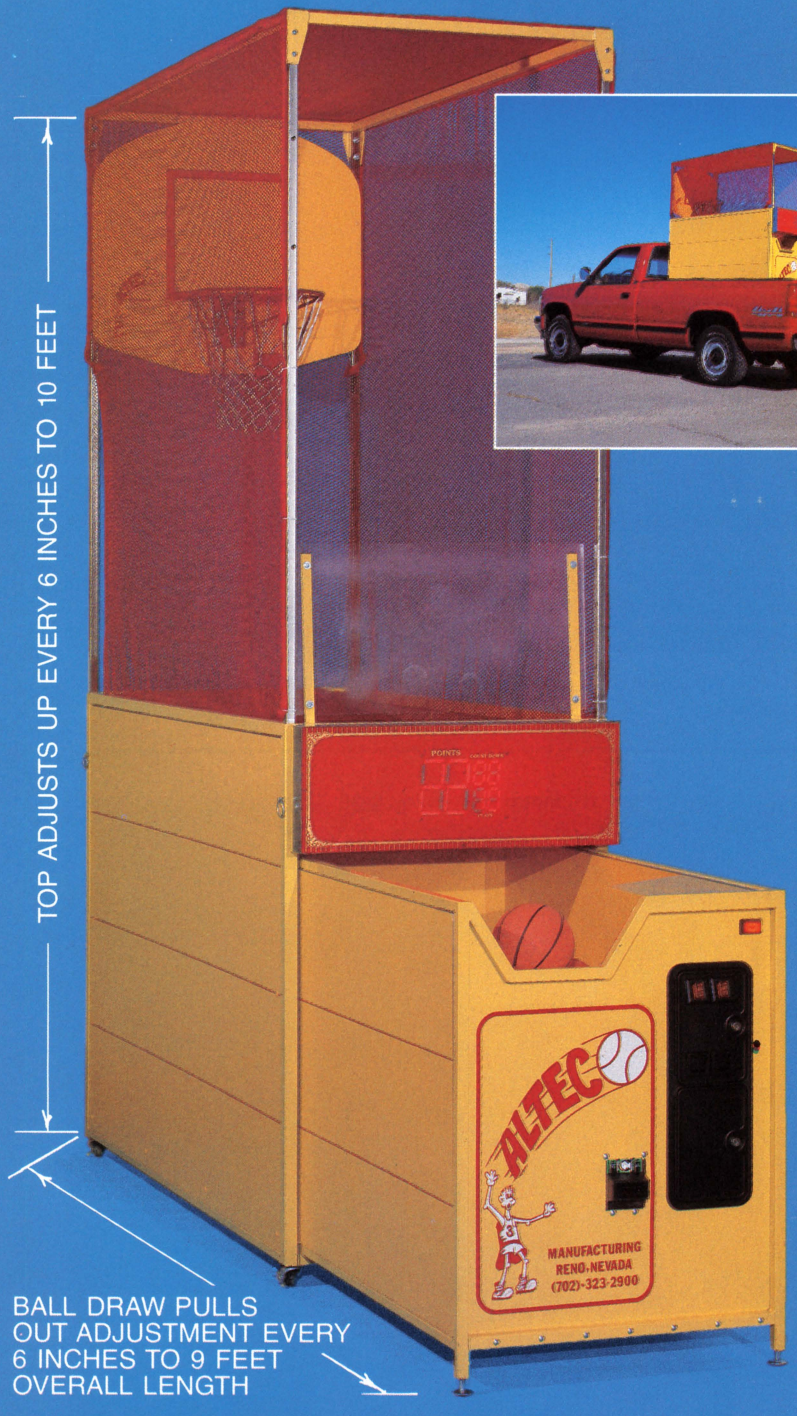

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The Grayhound philosophy: aggressively market good product

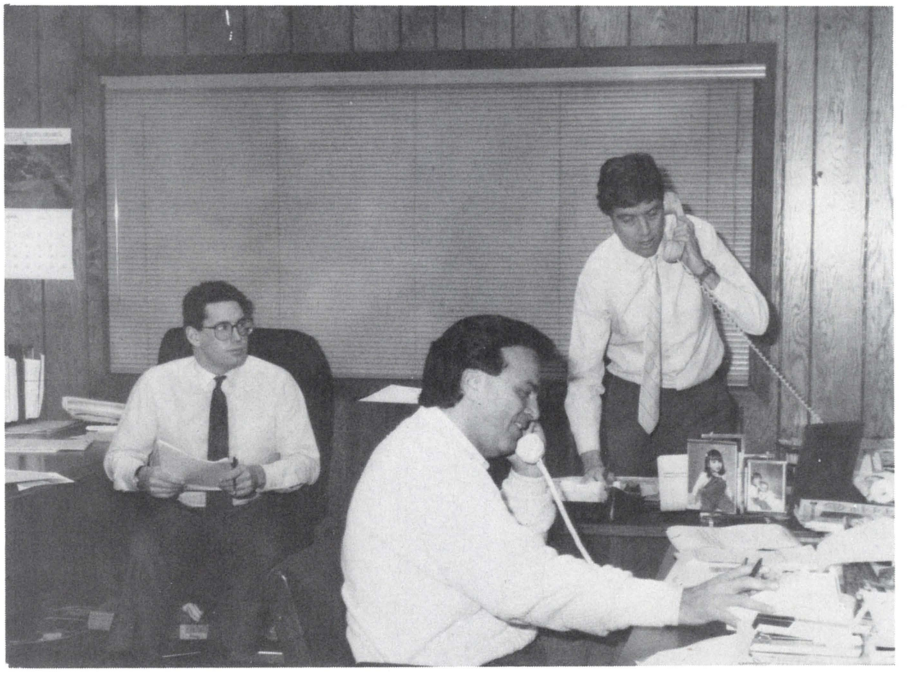
In 1983, Carmen Ricci began a new coin-operated video game manufacturing company in a laundry room with five employees. Five years later, Grayhound is a vertically-integrated company with 100 employees and sales in excess of $22 million. The company is making plans to expand its current 30,000 square foot facility in Toms River, New Jersey, and has just completed construction on a facility in South Carolina for its joint venture in Carolina Plastics. The rapid expansion has been based on a constant program of product development and innovation. From its earliest days, Grayhound has demostrated a knack for quality product and unusual marketing strategies.

If you ask Carmen Ricci what he would credit for the obvious success of his company, he doesn't hesitate when he answers: "Good product and more good product!" Grayhound today designs, manufacturers, markets, and distributes its product line to the entire coin-operated amusement industry, including overseas.

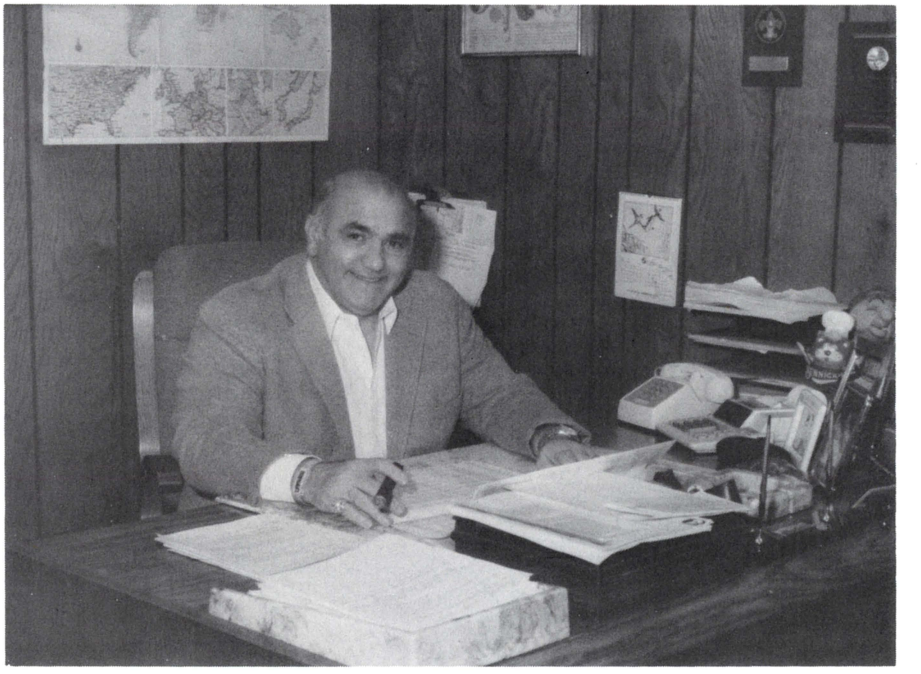
The beginning

Grayhound's plans to exhibit at AMOA their first year of existence took on an exciting twist when the company discovered booth space long sold out. They printed Grayhound's suite number and hotel on the back of neatly folded twenty dollar bill replicas, which the staff conspicuously dropped all over the exhibit floor. When show attendees stopped to pick up the realistic-looking twenty, they found an invitation to preview Grayhound's game in the company suite. "We had a lot of fun that year," recalled Ricci. "After we counted some 250 people in our suite, we knew we would be successful!"

That first product Grayhound enticed operators to see was a multi-game in upright and countertop form. "*Little*



From left: Joseph Crilly, v.p. of B&C Enterprises, Dan Dinnebeil, national sales manager, and John Verderosa, salesman.



Chairman of the board Carman Ricci

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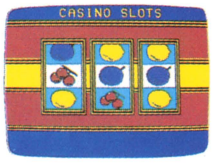

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Casino was the most popular countertop at the time, so we made a larger, more modern game complete with formica instead of plastic molded cabinets,'' Ricci said. Grayhound also added a bill acceptor to the upright model, feeling that collections could increase 25 to 30 percent. Although Ricci recalled the hesitation from operators, 95 percent of Grayhound's video pokers now have bill acceptors.

Seeing the popularity of the Trivial Pursuit board game in 1985, Grayhound added its own trivia line to its countertops. That year Grayhound sold over 15,000 units, which generated close to $11 million in sales.

Redemption games and supplies

In 1986, Grayhound added redemption crane games featuring a single unit instead of a double or triple unit more popular at amusement parks and resorts. The single unit opened up locations like convenience stores, grocery chains, movie theaters, bowling alleys, truck stops, etc. After cementing its position in the crane market, Grayhound added an extra-size jumbo crane, which soon had a following.

The success of Grayhound's redemption line of equipment led the company to add its own pre-mix prize division selling quality merchandise to enhance the profitability of the cranes for operators.

Ricci explained, ''When we started selling redemption equipment, we were often asked where to buy the prizes to stock in the machine. We gave our customers the names of the basic suppliers but soon realized that operators needed better merchandise to keep the crane industry alive and their revenues high. So we designed our own stuffed toy prizes and also imported from Korea. Today we also import from China.''

Noticing industry trends

Grayhound's success was born of being aware of industry trends, and the next success was a basketball game. Again, Grayhound observed that many basketball games used in amusement parks were cumbersome. The company redesigned the concept with a smaller unit and again opened locations that could not accommodate a larger game. Grayhound and Coors Beer have formed an alliance, which Ricci says is the reason Grayhound has shipped over 5,000 games in less than nine months.

Not willing to sit back and savor its current success, Grayhound is exploring the video driving game market. Ricci commented, ''A successful driving game today sells about 2,000 units. We figured our game should sell even more. This game is different because the player will be driving while looking through the windshield, where in most games now the player is outside the car while controlling it. Players will be thrilled at our graphics, sound, and three-dimensional look. The game will appeal to a slightly older audience.''

Grayhound is not stopping there. Ricci explained that research uncovered a need in the bulk vending business, a lucrative part of the coin-operated industry, for some new type of equipment. Grayhound decided to fill that need with a combination bulk vendor and amusement game called *Touchdown*. Like a Pachinko game, a multiple cascade of

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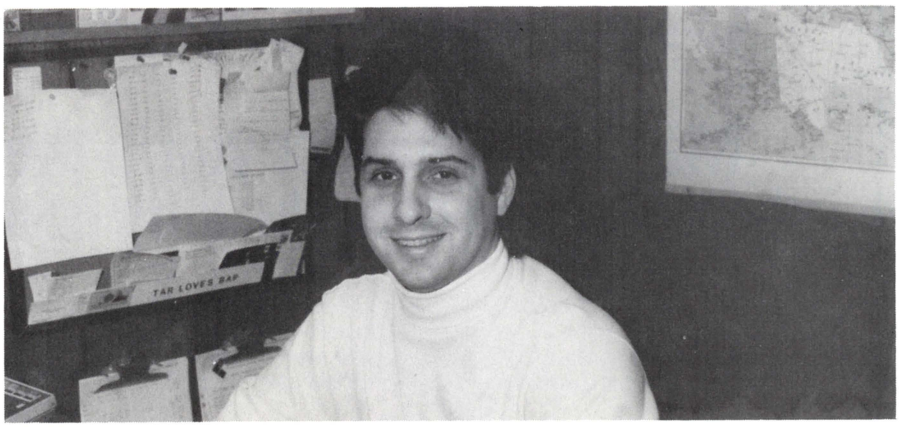
balls bounce down where a receiver catches them. A player can place a coin into the machine and a prize is dispensed each time, or it can be set so more catches earn a better prize.

What lies ahead for Grayhound? "We will continue to assess the market and introduce product demanded by the industry," said Ricci. One exciting addition to its merchandising product line is one we will all recognize, Mr. Magoo. Grayhound has finalized a licensing deal with U.P.A. for the lovable, nearsighted character. "We will design and manufacture and import many products for cranes featuring the famous character. We feel that Mr. Magoo will be one of the hottest items in the retail trade in 1989," explained Ricci.

Besides expanding and improving its merchandising line, Grayhound is also expanding its overseas market. Grayhound is continuing to improve and update its current product, such as redesigning existing cabinets to give them a less cumbersome feel.

Grayhound's future is reflected in its past: new ideas for the demands of a changing industry.



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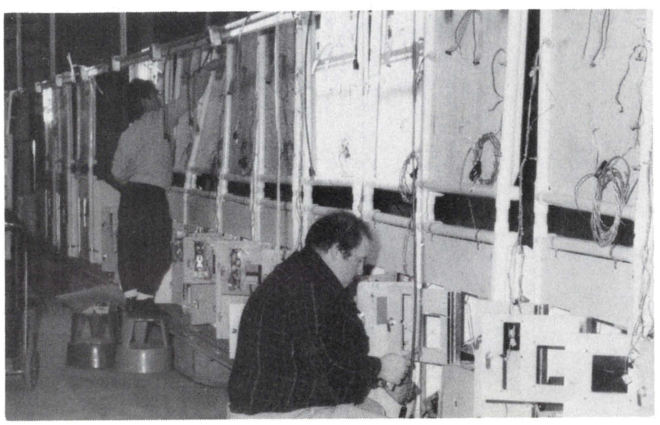
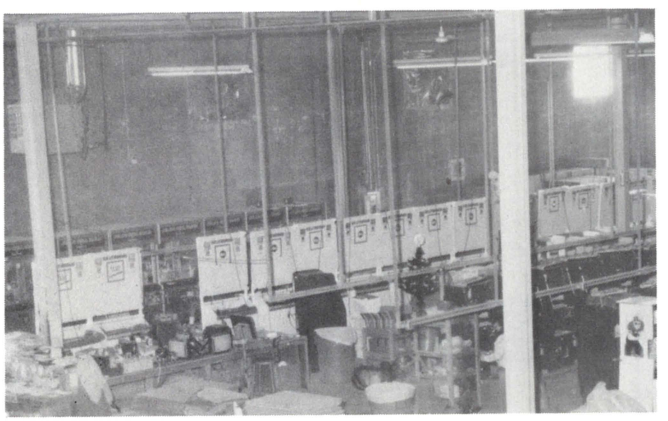
President Tom Ricci





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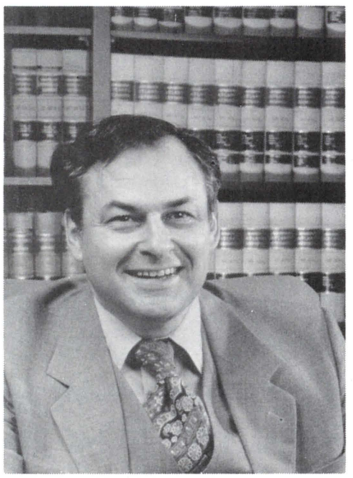

Richard Stern

by Christopher Caire

The coin-op industry, perhaps more than most, is beset with legal issues that reach to its very core. Battles are waged at every level: city, county, state, national, and international. The combatants are the manufacturers, distributors, operators, and law enforcement, vying to see who's right about parallel boards, EPROM warnings, speed-up kits, cranes, video card games, and so on.

Consequently, we decided to talk with Washington, D.C.'s Richard Stern, a man familiar with the issues peculiar to coin-op. An electrical engineer/patent attorney/copyright attorney, Stern came to the industry in 1981 as an offshoot to computer work that he had been doing. His most recent notoriety has come as the attorney for Bill Beckham in the parallel board lawsuit against Taito.

Is it to an operator's or distributor's advantage to already have an attorney "waiting in the wings" if a legal problem arises, or can he just get one after it happens?

Distributors run into legal problems more often than operators. For example, for a distributor who's a parallel importer, let's say, it makes sense for him to have a regular relationship with an attorney because he's constantly running into problems. Most operators don't constantly run into these problems, so there's not much point in an operator getting tooled up for, and to pay for, something that may never happen.

I would say, though, that for an operator, when things start going downhill they do so kind of fast. If an operator gets a threatening letter from somebody saying, "You're doing X, Y, and Z and you'd better stop it," that's a good time for him to start getting advice fast. Otherwise, he can be scrambling around to get an attorney to help him when he's already in the middle of a problem. So, while an operator may not need an attorney to be on regular retainer, the operator better get an attorney fast if a lawsuit is about to occur.

For example, sometimes when somebody sues you, the first thing he goes after is a temporary restraining order. It's got a very short fuse, and you can't keep the court from acting on that. If you aren't organized and able to respond in some way, the chances are the order's going to get entered against you and you can't do anything about it. If you have a good reason to resist having a temporary restraining order entered against you, the kind of order that might shut your business down, it certainly would be to your advantage to have somebody in there explaining to the court why they shouldn't do this to you.

How would someone go about finding an attorney for his business, say someone who has no prior experience in dealing with one?

Word of mouth from other operators who've had problems is the best way. Certainly, there's no shortage of attorneys in the United States. But I don't think there are a huge number of attorneys who are sensitive to and understand the problems of the video game business. For an operator who has a problem that's a video game industry problem, not some sort of general problem like real estate or taxes, I think asking other operators who have had similar trouble about their attorney is the best answer.

Is there any "list" of attorneys who have experience in the coin-op industry?

I don't think so, but there are state associations and the AMOA, where operators can ask, "Who do you know who's good at this?" Also, there are people you know who always have their ear to the ground and are knowledgeable.

Since you are the attorney for Bill Beckham/Red Baron, what is your summation of the case as it stands today? What do you see happening in the future regarding parallels?

As you know, the Red Baron case is on appeal; Taito appealed to the U.S. Court of Appeals for the Fourth Circuit. In its papers, Taito said that it was not going to appeal the general parallel importation issue, just what it called the court's denial of its "exclusive public performance right." That isn't so much a parallel importation issue; it's more a straight domestic copyright issue.

I think that parallel importation is here to stay. I don't know that the big manufacturers are ready to accept it yet; some of them aren't. In order for this industry to continue to be viable, where operators can make a living, it's going to have to be recognized that operators can't afford to buy dedicated games every time they need a new game. They've got to have the opportunity to buy kits.

Since the court in the Red Baron case has declared it's legal to buy kits in Japan and bring them in by parallel importa-

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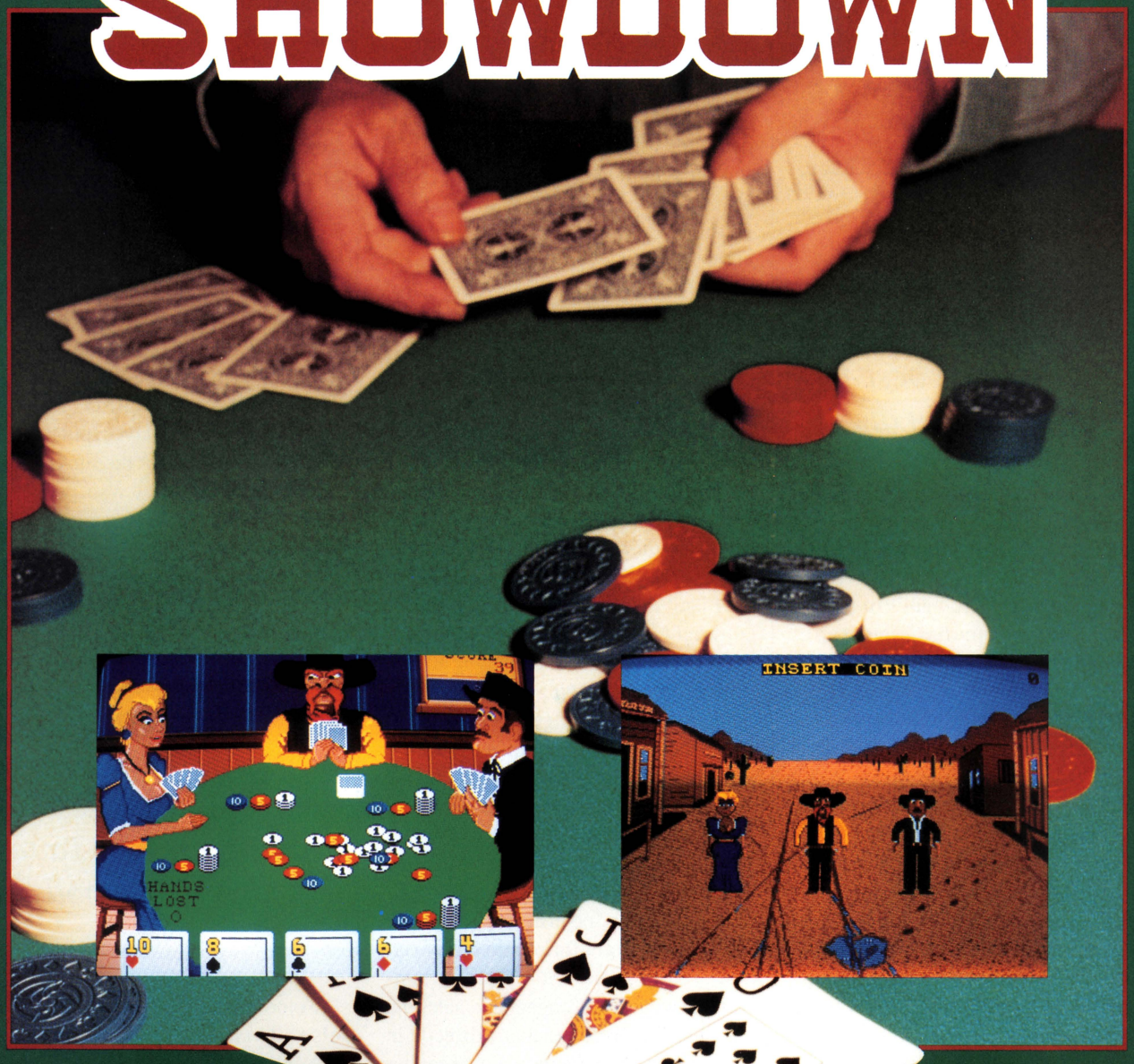

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tion, I hope it will lead to a realignment of distribution practices to take advantage of what the court has said. Operators, distributors, and manufacturers need to work together so that they can all make a profit. I think they can all make a fair profits with kits.

"Word of mouth from other operators who've had similar problems is the best way to find an attorney."

I noticed at AMOA's Legislative Update Seminar that some confusion remains as to how far-reaching the Beckham case is. Some have said it applies only to Red Baron and Taito, while Beckham and others contend it sets a precedent for the industry. How much weight can operators give the decision?

What Bill Beckham said about the Miranda decision (you must be read your rights upon arrest) obviously not applying just to Miranda himself was correct. The court didn't write a decision based on Bill Beckham or Red Baron; the court wrote an opinion based on what it thought the U.S. copyright laws were. Anybody else who's in the same factual situation as Bill Beckham was can expect the court to come down the same way. It's just sophistry to say that the Red Baron opinion only involves Beckham and Taito and not anybody else.

Courts don't reinvent the wheel everytime a case comes along; they pay attention to prior cases. This decision is a precedent. If the Fourth Circuit upholds the decision of trial judge Cacheris, as I think they will, it's going to be accepted throughout the United States that parallel importation is legal.

As far as the time frame for the appeal is concerned, when are you looking for a decision to be handed down?

Their brief is due in early January, and then our answering brief will be due sometime in the middle of February. The case will probably be heard about four to six months later than that, with the decision to follow about six more months. So we're talking about a year.

What about those threatening notices on EPROMs, warning players against using parallel games?

That's an interesting situation. In the past, you had many games where when you turned them on in the morning, a notice would come up on the screen saying, "This game legal for use only in territory of Japan; use outside territory of Japan is illegal and may lead to serious penalties for copyright infringement."

Then, even more recently, notices like that have been put into the attract mode. And sometimes the notices became more threatening, like, "If this game is used in the United States, you are subject to serious criminal penalties." This bothers some people; some guy who's running a 7-11 isn't interested in the fine points of copyright law. He sees something like that on the screen and it bothers him.

The notice is saying something that isn't true. Given Judge Cacheris'decision, the one that's on appeal to the Fourth Circuit in the Red Baron case, I don't believe there is a U.S. attorney anywhere in the United States who would bring a criminal action against somebody for parallel importation. To my recollection, no criminal action has ever been brought for parallel importation of video games in the past. Certainly, none would be brought now, since the only decision out there that's directly in point is one from a federal court saying it's not illegal to bring in parallel video games. So how can it be a crime? The notice is saying something that's untrue.

But that notice can have an adverse effect on the business of the operator who wants to put the game into a location. What is the operator to do? They have come up with a variety of approaches. One of them is very ingenious but technically difficult. You put in a circuit that in effect blanks the screen while this threatening message is on, but the problem is you have to put some additional circuitry on the board. I haven't seen ads for kits for doing this out on the market, and I'm not sure it's even feasible to sell a general-purpose kit. The timing may need to be adjusted for each game.

The only devices for doing this sort of thing are made by people who are highly-skilled, technical people that can make up circuits for themselves, put it on their boards and blank out the message. But most operators don't want to become super-experts on how to fiddle around with PC boards, nor do they want to go to the expense of putting this kind of circuitry on their boards. Not everybody wants to learn how to be a Frank the Crank.

"It's just sophistry to say that opinion only involves Beckham and Taito and not anybody else."

Some of them have done something else. This message is in particular EPROMs, and they find out which EPROMs contain the message. Then they just erase those EPROMs and reburn them without the particular lines of code in the EPROM that generate those

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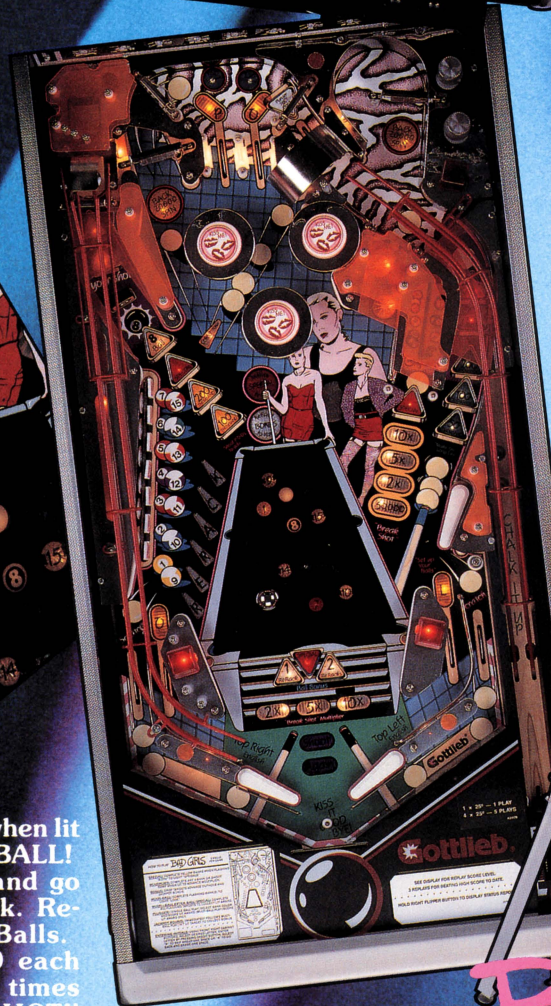

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messages. The problem with doing that, I suppose, is that AAMA and the video game manufacturers might take the position that it's an act of copyright infringement to erase an EPROM, re-burn it with most of the old code, and leave some of the code out.

"Parallels sometimes are a way around the dedicated game problem, because if you can buy the game as a parallel, you can thumb your nose at the guy who wants to sell it as a dedicated-only."

One could make an argument, using an analogy with a book, that it would be copyright infringement to tear a page out of a book and print up and put in a new one with some of the material deleted. I think that argument would be made, and I expect this will become more of a problem as these messages are used more and people erase the EPROMs and re-burn them to get rid of the message. I think, though, that it's a justifiable act of self-defense to take out a message that says something untrue and also hurts your business. But I can see the argument being made on the other side. The whole purpose of this message is to put an obstacle in the way of parallel importation. I wouldn't be surprised if we see litigation about this.

There's been a lot of talk about serial numbers on game boards. Can these numbers be scratched off without legal ramifications?

Here's someplace where Bob Fay and I stand together. We both said at the AMOA Legislative Update Seminar that you have no legal obligation to keep those serial numbers on there, and you can scrape them off if you want to. The reason for scraping them off is if the serial numbers become known to the manufacturers, then they may get after the source and cut it off. So in order to keep their sources of supply from being destroyed, people in parallel importation don't want the serial numbers out there to get reported back to the manufacturers.

It's an act of self-defense to scrape off the serial numbers to protect your supply. We all heard one person's story at the AMOA Seminar about how a Japanese video game manufacturer threatened one of the person's sources after tracing a serial number from a board.

Speed-up kits were a much-discussed topic during the *Pac-Man* era. Are they being utilized today, and are these kits or other enhancements considered legal?

That's an interesting question. I saw an ad for a speed-up kit the other day for *Super Mario Brothers*. It's my understanding that Nintendo got after the guy who was selling that speed-up kit; I don't think there are any more ads for it.

The manufacturers take the position that you can't do anything to the game, that it's completely illegal to change the game one bit. There haven't been many speed-up cases, maybe two or three, mainly in the Chicago area.

"The forcing of dedicated games down the throats of operators is having a very bad effect on them."

One case involved Charlie Slayton in Chicago and a *Pac-Man* speed-up kit. He had a speed-up kit called *Cutsie* that was an EPROM change. Slayton took out six EPROMs from *Pac-Man* and put back five different new EPROMs that he supplied. What you got was a different-looking game. The court held that the resulting game looked so different from the original that you couldn't say it was a copyright infringement. As far as the audio-visual work was concerned, that is, the pictorial display aspect of the game, there wasn't any copyright infringement.

However, the code in the EPROMs was about 90 percent the same as the code in the five Bally EPROMs that were taken out. The court said that there was an infringement of the computer program or the code in the EPROMs, even if there wasn't an infringement of the audio-visual work. Therefore, this *Cutsie* speed-up kit couldn't be marketed, because it would've been copyright infringement.

"Some guy who's running a 7-11 isn't interested in the fine points of copyright law."

Another speed-up kit case involved Artic International. That was a strange decision, because the court, I believe, misunderstood how the game worked. According to the court, it was just a straight speed-up, not an enhancement of any kind; it didn't change it around. But I think that was wrong. The Artic kit actually did change the *Galaxian* game around in some way, to shoot more missiles at the aliens. Regardless of that, the court held that even a straight speed-up, without even doing an EPROM change, would be illegal.

The court's opinion is certainly a sweeping opinion, because it indicated that even a straight speed-up would be illegal. What the court said was that in some ways this was like taking a 33-1/3 record and playing it at 78 speed. If that happened, that probably wouldn't be a copyright infringement, the court said, because essentially, who cares?

But in the case of video games, there's a lot of money in speeding them up. You're in a situation where the game stops earning quarters. Now, by putting in a speed-up kit, you can make it earn more money; therefore, you can't say "who cares?" Since there's money out there to be made, obviously the copyright owner would like to lay his hands on that money if he could. The court concluded that it was copyright infringement. I don't think just because someone wants to lay his hands on some money that that makes it copyright infringement, but that was the court's reasoning.

So there are a couple of decisions out

there that say that speed-up kits are copyright infringements. But it is not what you would call a well-settled precedent. I think a very good argument can be made that they are not, that when the operator has paid $2,500 for a dedicated game he owns it. If he wants to change it around to make it earn some more money for him, then he should be entitled to do that. It shouldn't be considered illegal.

The Supreme Court said, in a 1964 case involving a fish-canning machine, that if you bought the machine, the right and the property passes to you and you can change the machine to make it economically more useful. It seems to me that same reasoning should be applied in the case of copyrights as for patents, but I can't cite you authority to support that. The only couple of copyright cases that have been decided so far seem to point in the opposite direction. But I don't think that they make good sense, and the result seems unfair.

"... when the operator has paid $2,500 for a dedicated game he owns it. If he wants to change it around to make it earn some more money for him, then he should be entitled to do that."

Cranes have had an uphill battle in many states where they are considered illegal gambling devices. Do you have any encouraging words for crane operators or suggestions on how to go about obtaining acceptance by local authorities?

It's a very local matter. The same game can be considered a game of skill in one locality and a gambling device in another. There aren't objective criteria. I don't see any likelihood that the matter could be federally pre-empted, where you could get definite federal rulings one way or the other on it. The patchwork of inconsistent local regulation of cranes is going to continue indefinitely, in my opinion.

What about video card games?

It's pretty well-settled with these video poker games like *Joker Poker* and so on. They've been around long enough now that I think most of the authorities have made up their minds one way or the other, whether they're gambling games or games of skill.

Is there anything else you feel needs discussing that we haven't yet touched on?

Yes. Something got left over from the Red Baron case that didn't get decided at all, and it's very important. The case originally involved not only a parallel importation issue but also a challenge to the "dedicated game only" policy. That is, Taito's policy to sell *Double Dragon* only in the form of a dedicated game and not as a kit. They're related issues, but

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really it's two separate legal questions.

The dedicated game policy was challenged both as a misuse of copyright and as an illegal tie-in, in violation of the federal antitrust laws. That part of the case was dropped by mutual consent. The chairman of Taito America, Bill Moseley, and the president of Red Baron, Bill Beckham, got together and decided they wanted to simplify the case. They agreed that it would be more in the interests of the industry to get a resolution of the parallel importation issue as soon as possible, without any obstacles that might prevent resolution of that issue.

What they decided to do was to strip the case down and agree on the facts, pretty much. In the course of doing that, they got rid of the copyright misuse and tie-in parts of the case. So the court wasn't asked to decide whether it's illegal to make operators buy games as dedicated games only and to refuse to sell the game as a printed circuit board or kit.

There's a general legal principle against tie-ins. If you've got a patent or a copyright, it's not legal to say: "If you want my patented or copyrighted thing, you've got to buy this whole bunch of other stuff from me too. If you want my printed circuit board that's protected by a copyright, you've got to buy a TV monitor, a power supply, a coin-acceptor mechanism, and a wooden cabinet to stick them in." I mean, that's like me saying, "If you want to buy my audio cassette, you have to buy a whole tape recorder from me every time."

This is a very important issue in the industry, because that goes right to the economics of how does an operator make enough money in order to stay in business. The forcing of dedicated games down the throats of operators is having a very bad effect on them. It's making it very hard to hang on and stay in business.

Parallels sometimes are a way around the dedicated game problem, because if you can buy the game as a parallel, you thumb your nose at the guy who wants to sell it as a dedicated-only. But it's not 100 percent sure that getting parallels declared legal is going to take care of the dedicated game policy. So, there still remains the problem about whether manufacturers will force dedicated games down operators' throats.

Do you think it's going to come down to a lawsuit to decide this issue too?

Yes, I think it's going to have to be settled that way. It won't get settled through mutual forebearance or negotiation or anything like that. There doesn't seem to be a willingness on the part of manufacturers to meet the operators halfway on this.

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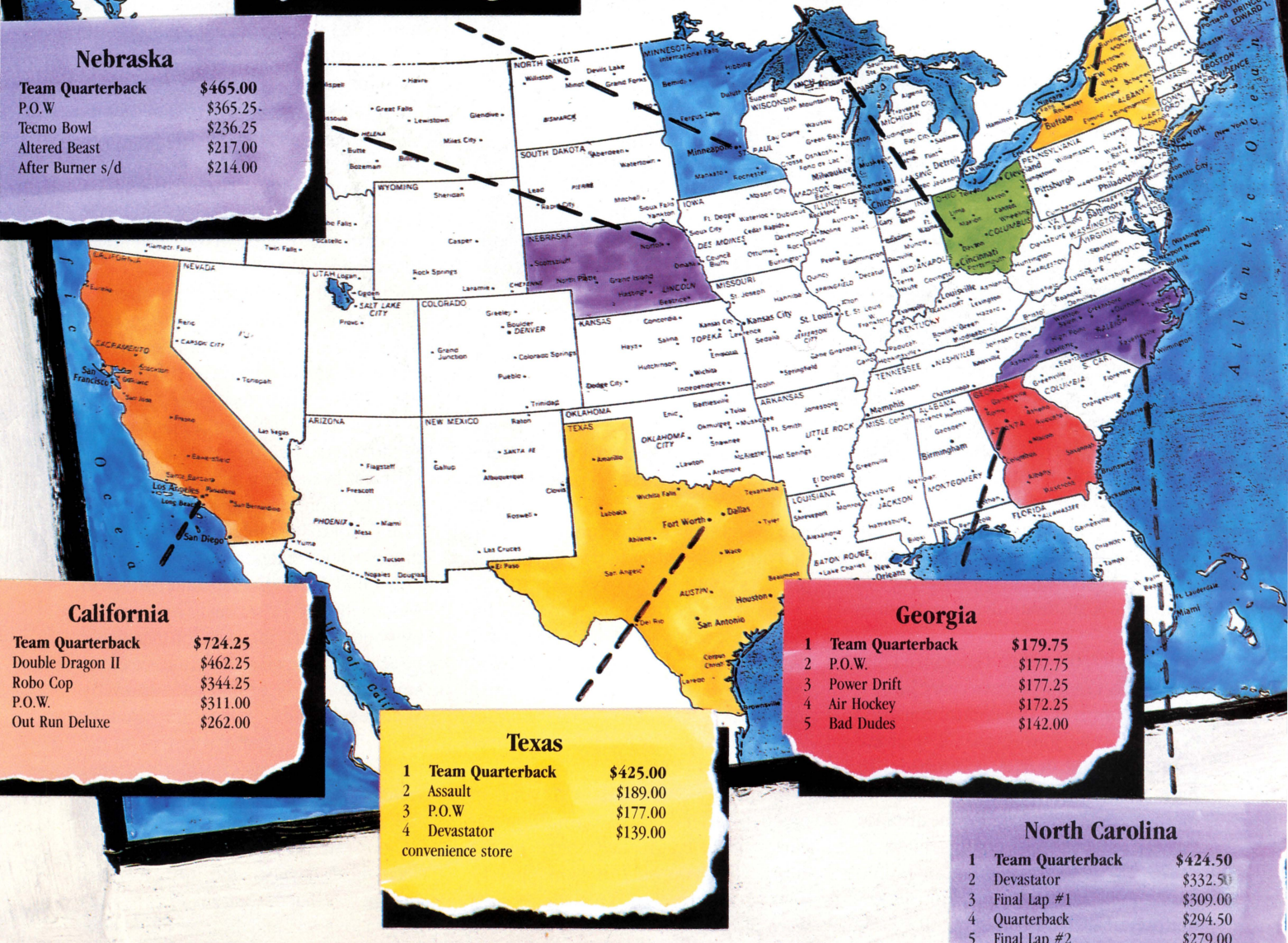

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Actual Operator Collection Reports

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Cranes: fact and fantasy, a history and legal update

by Bob Snyder

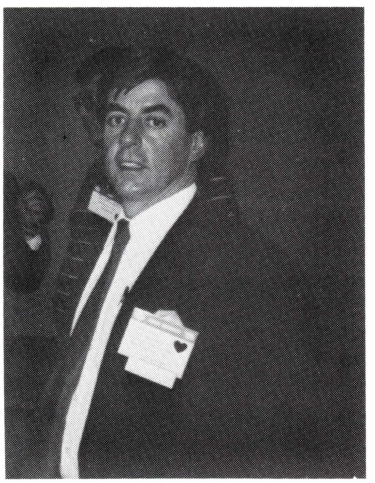
It has been some time since I last discussed redemption games, statutes, and regulatory updates with you through the columns of this magazine. This fact, as well as consideration of the many new crane and redemption-piece operators who may not have read previous articles, led me to say yes to Play Meter's request to give you an overview and status update.

Most crane operators are well aware that cranes started originally in the 1920s, and the boom throughout the country lasted well into the 1950s. The initial interest that swept the nation was ultimately curtailed by local ordinances and court rulings that judged such game pieces as nothing more than gambling devices and, certainly, games in which chance predominated.

We reviewed those earlier court cases in the past, so I'll just quickly touch upon them. A reading of the reported court cases on cranes throughout the country reveals the specific reasons why the earlier cranes were considered gambling devices. There was also a difference in the public's attitude toward recreation priorities.

Generally, the courts recognized that in the early cranes there was very limited player control, and that control consisted of only a small turn-crank. The crank would allow the derrick boom design to pivot as well as dip or become slightly more upright, thus changing the distance that the retrieval claw could achieve.

The effect was that the claw would create a star pattern not reaching the entire playfield. Beyond having this turn-control, the player had virtually no control; everything was left up to the machine. It wasn't long before it was recognized that key prizes were not within the star pattern, but rather out of the claw's reach. Many other prizes were buried in gravel or rock candy.



Bob Snyder

Today, I advocate not using gravel or rock candy, for the reason that the courts found this practice a consideration in destroying many earlier cranes. The judges and experts of the time pointed out that the lowering depth was beyond the player's control.

The claw was frequently too small for the prizes, many of which were heavy metal figurines that couldn't be grasped by the claw. The player had no control over the relationship between the prizes and the claw, and he had no control over the moment of closure.

In one case, an expert with years of practice, after demonstrating two experiments of 1,000 plays apiece for the court, achieved only 10 wins and 11 wins, respectively. When the results were introduced, the court considered the win of one out of 100 attempts by a person with years of practice. It emphasized in its arguments that the crane machines were designed for play by the average person, who had neither the time nor the inclination to devote to such practice. The majority ruling followed that the cranes designed in such fashion were illegal gambling devices and violated slot machine statutes.

Cranes of the more modern design (up until 1983-1984) had little more in the way of controls, but did provide two buttons for aiming. Typically, the claws would still not reach all of the playfield, and they were beyond the player's aim. Once again, the machine did everything fully automatically. The claw was improved, however, now measuring five inches in size, instead of the earlier two- to three-inch shape.

Electrical coils replaced mechanical cables. The machine also featured many more returns to the player than did the earlier design of one out of 100. Still, in the 1980s, it was recognized in some states that the two-button cranes were not predominantly skill-oriented, although skill was certainly a part of the play. In essence, there was still not enough of a skill factor to not violate stricter controls in the stricter states.

Around 1984, Betson Enterprises of Moonachie, N.J., set out to redesign the two-button crane for a version that would be acceptable in all states. Likewise, the same task was embarked upon by Wedges/Ledges of Redondo Beach, Calif. Wedges/Ledges was first in the marketplace with its *Challenger* crane, followed by Betson's Belgium design a few months later (now available in the "California version").

Of these designs, the most obvious change was that the buttons were replaced by a joystick, and the claw could now reach virtually 100 percent of the playfield. The player could also control the speed and precise lowering depth.

Specific strengths were also incorporated into the claws. The player could pause on the lowering feature and allow

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the fingers to rotate, thus bringing it better into line with the prizes. In addition, the player could control the exact moment of closure—even above a prize—rather than have the claw's weight fall fully upon it. Time restraints were built in, and guidelines were established for the appropriate (tested) size and weight of merchandise.

In effect, it was essential that every prize could be retrieved. Of course, the player would need to move prizes on the top in order to retrieve one that was partially buried, but this is plainly obvious to any player. (It's the same philosophy of a manual task that is performed when shopping for grapefruit: some are removed so one can inspect or retrieve the lower ones. I point this out because later we'll see that some regulatory representatives have argued that you must move certain items in order to reach the prizes on the bottom, but this is certainly no surprise finding.)

By the mid-80s, Smart Industries, Kramer Manufacturing, and others had also built skill-oriented or California-version cranes. As these were now accepted in virtually all states, many other manufacturers started building cranes; at one point, the recorded count was 28 manufacturers.

Misguided notions

The word was out: a joystick "made" cranes legal. So many of the new manufacturers simply added joysticks. However, I stated it then and I'll repeat it now: a joystick alone does not make a crane legal, any more than a joystick replacing the control on a one-armed, three-wheel slot machine would make that machine legal.

There are various models and versions of cranes, some with buttons, some with joysticks, and some with joysticks that lack other important characteristics. But the fact remains that cranes are again increasing in number, and, as it was in the 20s and 30s, the public is fascinated and continues to want to play these games. Today, many more toy animals have found homes.

Many of today's cranes do not lack the control that the earlier cranes did. When the prizes are within the manufacturers' guidelines, they can be retrieved in a skillful manner. However, law enforcement agencies have taken various stances on the issue. Some have alleged that since cranes had been illegal for years, they are still illegal. In another stance, the games have simply been ignored unless there is a rash of complaints.

Some law enforcement investigators have recognized that there are cranes of skill as well as some of chance, and their enforcement activities have reflected that distinction. Others have been witness to some carelessness and abuse, including shoddy operation, poor maintenance, prizes that should not have been placed in the bins, enticements of jewelry with highly inflated price tags fully visible, and a sundry assortment of other careless or "creative" marketing efforts.

"Cranes are again increasing in number, and, as it was in the 20s and 30s, the public is fascinated and continues to want to play these games."

In the eastern United States, New Jersey for example, cranes are pretty much accepted regardless of their skill attributes, provided that they meet with local standards and any licensing requirements or certification. Areas in Michigan and Wisconsin have suffered from enforcement actions and challenges by law enforcement groups.

The city of Phoenix has enacted strict licensing controls over games, and in 1986 it denied the use of cranes. The denial was met by legal challenges in front of local administrative boards. Ultimately, the California version of Betson's *Big Choice* with all its features and Wedges/Ledges' *Challenger* were accepted. Other cranes were denied for lack of skill.

In Nevada, state and Clark County laws prohibit games of skill or chance unless licensed as gaming devices and used by adults only. In much of the United States, each local community has had its own interpretations and standards. In some instances, operators were confused and reacted by either avoiding cranes or buying cranes that they felt would comply in their local communities.

In 1987, Wedges/Ledges' *Challenger* crane (which had much success throughout the state of California and other areas of the country) was met head-on by the city of San Diego in a negative "no-crane" position. The resulting legal battle was perhaps the fiercest and most costly one for the manufacturer of all the legal challenges on cranes. The manufacturers fought to protect their beliefs.

After approximately one-and-a-half years of litigation, countless hours by law firms, experts' examinations, and city tests, the time came for trial. The city of San Diego had fought cranes based on a variety of reasons which shifted from time to time, citing local ordinance, an attorney general's opinion, and state laws. Each argument was met by another legal challenge, until the ultimate day of the trial in Superior Court on Nov. 16, 1987.

After legal arguments, the judge ruled that the crane in question was legal as manufactured and not in violation of state law. The city appealed for reconsideration but was denied. It then appealed to the Appellate Division; that court refused to hear the matter. The city then appealed to the California Supreme Court—the highest court in the state. More legal briefs were filed, and more expensive attorneys' costs were incurred. On Feb. 3, 1988, the court refused to hear the matter.

The decision stands: the *Challenger* game is legal as manufactured. Being victorious in this long battle, Wedges/Ledges is now seeking to recover some of its legal costs.

Review of 1988 actions in specific states

Washington State— After many months and several public hearings, the Gambling Commission has allowed a one-year test of cranes on locations. Previously, they were permitted only at travelling carnivals. It is now required that certain conditions be met, including certification of models and prizes (specific weights, types of prizes, and license fees) and usage only at a defined

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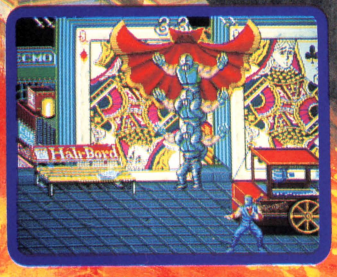


list of locations. The cranes on location appear to be doing well.

Wisconsin— The state association, in a successful effort, was able to assist its members by getting a law enacted that specifically allows the use of cranes. (Those in Wisconsin should check with their state association or attorney for particulars, licensing fees, etc.)

Maine— The Licensing Division of the State Police issued a memorandum this summer, specifying that they will review each crane product and look for ten specific characteristics.

Michigan— The state association has been instrumental in assisting an operator whose crane was ordered removed by a Liquor Control inspector. The Liquor Control agency argued that all games, regardless of skill or chance, are in violation of state law, based on an old law. Litigation ensued, resulting in a temporary injunction against the state. This allowed the operator to continue until such time as a full trial could be held on its merits.

In the interim, the state association has lobbied and written a bill that is now on the floor of the Legislature. It was slated to be voted on during the first week of December, before the legislators adjourned for the year. (However, there are also some 80 other bills awaiting votes.)

"In much of the United States, each local community has its own interpretations and standards."

Summary

Individual crane litigations have been successful, but there have been incidents in which cranes have been confiscated throughout the country and not returned, placing operators in jeopardy.

The key points have been to emphasize that all the features of a crane must be in good working condition to enhance product acceptance. It must be designed as skill for the average player, and importantly, operated in a conscientious manner with a fair percentage of merchandise returned to the player. This is the operator's best safeguard, and it also turns out to be the best business approach from a profit standpoint.

Marketing

In marketing your cranes, there are certain ideas that I will share. The most profitable pieces are those which are well-maintained and immaculately clean. Replace scratched plexiglass to make the crane shiny, new, and more appealing to players.

The stage setting

Look through the eyes of the consumer, who peers into a crane and sees a field of sleeping animals, toy soldiers, and other objects about to come alive once they're retrieved. Aside from cleanliness, proper instructions must be maintained and not blocked by prices. In no instances should there be items on the playfield that cannot be retrieved. Broken toys and key chains, loose cellophane wrappers, and fallen eyes will destroy the illusion of fun—the major reason that people of all ages play the cranes.

Simply dumping prizes into the crane without thoroughly cleaning the playfield is not good business. Also important is proper lighting, and in some cases the manufacturer's lighting is inadequate. The fixtures and bulbs should never be apparent to the player and certainly must not reflect directly into their eyes. The task is to illuminate the playfield as a "center stage," like a showcase in a jeweler's store.

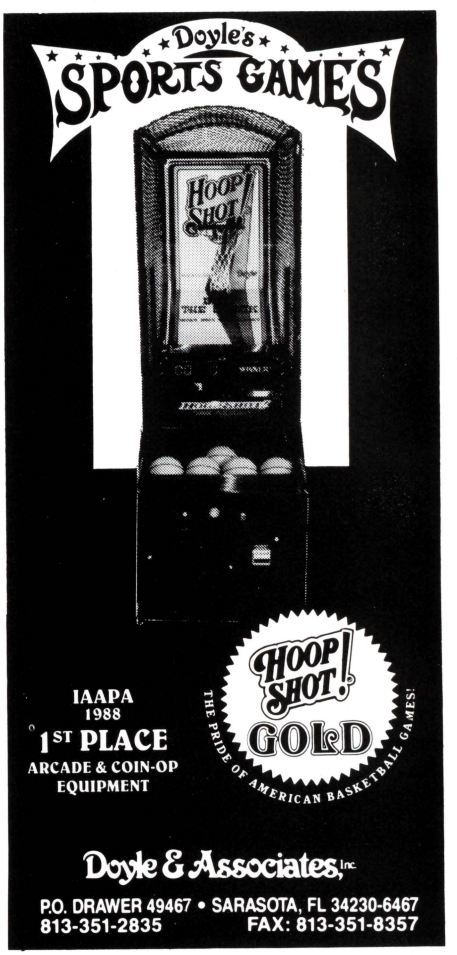
The lights in a crane should always be brighter than the exterior lights flashing about the game. Lighting should draw the player to the game and enhance the stage setting, not distract from it. In some cases, your technician may need to modify the lighting feature of cranes (in a safe, electrically-approved fashion, of course). Special packaging has enabled a greater variety of prizes to be retrieved beyond the typical four-inch, soft stuffed toy animal.

Recommendations

We suggest that plush manufacturers make a greater effort not only to sell merchandise, but to enhance the legalities and marketing interest on behalf of the operators. Question: When was the last time your plush distributor sent you a bulletin or guidelines on the tested use of merchandise—showing documentation as to any testing they've done on crane merchandise? Operators need to demand more and shop around in order to undertake much of the task themselves. As an operator, you are ultimately responsible for your own business.

I suggest that the entire industry work with the associations to make changes in the rules and laws where required; they should also make an effort to establish procedures and notify other operators who they feel are not complying in the best interests of the industry—an industry in which we all are responsible. I wish all of you and your families a safe and healthy new year.

Bob Snyder is president of Bob Snyder & Associates, a games and gaming consulting firm that assists manufacturers, distributors, operators, and other amusement industry personnel in a variety of game-related matters. The company is located at 20264 East Carrey Road., Walnut, CA 91789; (714) 595-1237.



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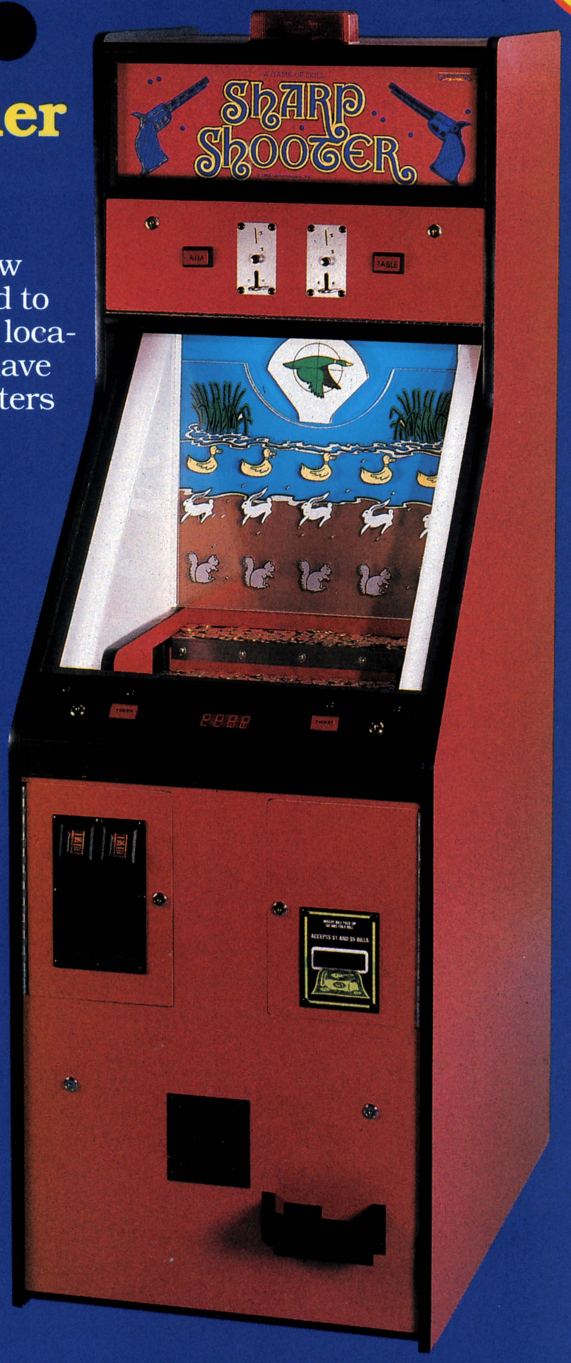

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AMOA Expo '89 moved to Las Vegas

As we mentioned in last month's News Bulletin, the AMOA has decided to hold AMOA Expo '89 in Las Vegas on Sept. 11-13 at the Las Vegas Hilton Hotel. It will be Monday through Wednesday instead of the past Thursday through Saturday sequence.

After a poll of the AMOA board of directors, Las Vegas was chosen as the site because of an abundance of first-class hotel rooms, an expanded exhibit hall all on one level, and the fact that many exhibiting manufacturers wanted the show to be held in the West and earlier in the year.

Atlanta had been scheduled as a site for the show, but the unavailability of adequate housing and exhibit space led the board toward picking Las Vegas. Expo '88, which was recently held in Chicago, had 513 booths and 7,700 attendees. But many felt that the show has grown too large for the Chicago Hyatt Regency.

Expo '89 will be held nearly two months before the early November dates of the past several years.

Communidyne's Roger Gerber presents a $500 check to Dr. Patricia Scherer, president of the Center on Deafness in Des Plaines, Ill. The donation to the center represents one week's proceeds received from Communidyne's new computerized *Hearing Test* machine. It's designed for general public use in high-traffic areas, and the cost is 25 cents per try. The center will supply each machine with brochures containing information on how to detect hearing loss and how to protect yourself from it.

Rowe offering CD title strips

Rowe International has released its first catalog of pre-printed CD title strips, in response to music operator requests for them for both the *Rowe CD-100* and *ComboStar*. These title strips are being made available for one-stops and Rowe distributors for re-sale to operators.

The artists and styles of music are wide-ranging. For example, there's blues from B.B. King, country from Charlie Pride, rock from The Rolling Stones, and soul from Smokey Robinson and the Miracles. Additional releases, as well as special requests, will be printed by Sterling Title Strip Co. For further information, contact Sterling's Ed Fedorchak at (412) 322-4555.

Bhutani resigns from Atari Games

Satish Bhutani, Atari Games' vice president of sales, has resigned from the company for personal reasons. He remained with Atari through the end of October. Shane Breaks, vice president of international sales, will substitute for Bhutani and fill the vacant position for the time being.

Arachnid sues Valley Recreation

On Nov. 4, Arachnid filed suit in U.S. District Court against Valley Recreation Products, alleging that Valley is guilty of trademark and trade dress infringement. This, Arachnid claims, constitutes deceptive trade practices on Valley's part.

Arachnid contends that for over 12 years it has exclusively used a distinctively-colored dart board, with a yellow spider and red and black segments in its English Mark Darts dart games. Their complaint charges that Valley, by using a substantially identical color scheme in one of its dart games, is guilty of the aforementioned charges.

Arachnid seeks to enjoin Valley from any future sales of its dart targets. Damages are also being sought from Valley for past sales of the allegedly infringing yellow, red, and black targets.

SNK urges use of response cards

SNK's Neal Zook would like operators of SNK products to make use of the response card found inside the manuals. After the operator sends the card to SNK, he is put on a mailing list. Thereafter, any information on that product is mailed direct to the operator.

"We started this with *P.O.W.*, but it's for all of our coin-op products in the future," Zook said. "The names are logged into a computer, so this is a quick way for an operator to get the schematics of a game or specific product announcements. It's strictly service, not a marketing idea."

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SKILL POINTS

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SKILL POINTS

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WINS
25
SKILL POINTS

Full House
WINS
10
SKILL POINTS

Flush
WINS
8
SKILL POINTS

Straight
WINS
5
SKILL POINTS

3 of a Kind
WINS
3
SKILL POINTS

2 Pair
WINS
2
SKILL POINTS

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Nintendo reports boost in sales

Nintendo Co. Ltd. of Japan experienced a 41 percent surge in net sales for fiscal year 1988 as compared to the previous fiscal year. Net sales were $1.5 billion at the end of the fiscal year, Aug. 31, up from $1.07 billion for fiscal year 1987. The consolidated results cover Nintendo Co. Ltd. and its largest subsidiary, Nintendo of America.

Nintendo of America President Minoru Arakawa attributed the significant increase in net sales to a U.S. home video game marketplace that has grown more than 100 percent in the last year. Despite a hardware shortfall in relation to demand, there has been no lack of thirst for the software.

"Sales of software have continued to grow at a phenomenal pace," he said. "We have three titles that have sold over two million units: *Super Mario Brothers, The Legend of Zelda*, and *Mike Tyson's Punch-Out*. The latter two have only been on the market since the second half of 1987."

Jaleco gives prizes during AMOA Expo

Jaleco USA awarded over $3,000 worth of prizes to participants in their "Gamer Sweepstakes" during the November AMOA Expo '88. The contest was held to gather information from amusement machine operators, according to Larry Berke, Jaleco's coin-op sales manager.

"Getting feedback from the operators is so important to us," he said. "Since we are just entering the U.S. market, it's important for us to keep up with the changing needs of our ultimate customers."

Berke oversaw the choosing of the 16 winners from a barrel containing close to 1,000 names. The grand prize winner was Adam Patterson of Planet Earth Video in Gainesville, Fla., who won a 26-inch remote control TV. The five first-place winners of a Sony CD player were: Tralan Sterand of T.C. Enterprises in Burbank, Calif.; Dan Thompson of Vend Alaska in Fairbanks, Alaska; Randy Fromm of Randy Fromm's in La Mesa, Calif.; Arthur Colborn of Colborn Amusements in Aberdeen, N.C.; and William Nagoda of Willie N's Vending and Amusements in Monticello, N.Y.

The winners of the second prize of $100 Sears gift certificates were: Katie Coop of Boyd Music in Indianapolis; Cliff Reser of Neon Amusement in Leavenworth, Kan.; Don Lewis of Station Alpha II in Prestonsburg, Ky.; O.D. Minter of Tip Top Amusement in Carson City, Nev.; Ed Cheek of J&W Amusement Co. in McMinnville, Tenn.; Chuck Eiring of Mizar Amusement in Lanham, Md.; Jim Markham of Diamond M Enterprises in Vancouver, Wash.; Jeff Scheer of Carrie-Sue Amusements in Whittier, Calif.; John Montgomery of Duncan Amusement in Panama City Beach, Fla.; and Tony Brog of Hustle Amusement in San Diego.

Board approves new AMOA logo

The AMOA board of directors, at its November meeting in Chicago, approved a new, modernized logo for the association. The new logo will be gradually incorporated on AMOA letterhead, publications, and other materials during the coming months.

It replaces a logo that the association has used since 1976, when it changed its name from the Music Operators Association (MOA) to AMOA to better reflect the activities of members. AMOA members will also be sent a camera-ready logo sheet indicating that they are members, to be incorporated on their printed materials.

Atari Games sues Nintendo

Atari Games Corp. has filed suit against Nintendo of America Inc. and its Japanese parent company, Nintendo Co. Ltd., charging that Nintendo has monopolized the U.S. market for video game cartridges that will play on Nintendo's home entertainment systems.

According to the lawsuit, Nintendo's

At the OAMOA summer meeting in Gold Beach, Ore., hosted by Rick and Kelly Geraghty of Geraghty Coin Machine Service, one of the functions was the auction of a "Hermiston watermelon." It was auctioned off in memory of R.R. "Whitey" Schroth, the recently-deceased patriarch of Oregon's coin-op industry. The 12-pound melon was purchased for $3,000 by the membership of OAMOA, with the proceeds being donated to the OAMOA PAC. Pictured, l to r: Jim LaVia, Bill Beckman, Bob Fallow, Jack Cheney, Mickey Starks, and Rick Geraghty.

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practice of building a "lock-out system" into its video game machines and compatible cartridges has precluded competition in the market for the manufacture of Nintendo-compatible cartridges. Because of its use of this special lock-out chip, Nintendo has controlled 100 percent of the market for cartridges that will play on its machines, the suit alleges.

Atari Games claims that Nintendo's practice constitutes a violation of the Sherman Antitrust Act. The suit is seeking compensatory damages of at least $30 to $35 million, but that amount would be tripled under antitrust laws if Atari Games is successful. Atari Games also seeks an injunction preventing Nintendo from engaging in these actions.

"Because of the lock-out system, Atari Games and other would-be competitors have been unable to compete with Nintendo in the manufacture of cartridges compatible with the Nintendo machine," said Dennis Wood, Atari Games senior vice president. "Thus, Nintendo has been able to control and limit the supply of cartridges and the variety of games available to consumers."

A spokesman for Nintendo said it had no comment on the lawsuit.

Stuart Aizenberg

NAMA appoints Aizenberg

Stuart Aizenberg has been appointed assistant director of sales for the National Automatic Merchandising Association (NAMA), according to NAMA President James A. Rost.

He will assist Director of Sales Jack Rielley and have responsibilities for marketing and merchandising of some NAMA convention activities. Aizenberg began his new responsibilities at the recent NAMA show in New Orleans.

Kansas PRSA uses jukebox theme

The Kansas chapter of the Public Relations Society of America (PRSA) recently introduced their call for Clarus Award entries at a news conference replete with a 50s-style diner and a Wurlitzer jukebox. There was also a smaller version of a jukebox, where the doors of a four-color box in the shape of a jukebox opened to reveal the record-shaped call for entry information.

Present at the news conference/breakfast was Randy Chilton, vice president of Chilton Vending and member of the AMOA board of directors. He provided a press packet of jukebox information for use by the media and held a drawing for a miniature Wurlitzer jukebox replica. Chilton also explained AMOA's commemoration of November 1988 as National Jukebox Month and its year-long celebration of the jukebox's 100th birthday in 1989.

Gillam promoted at Gamemasters

David Gillam, who has 10 years experience in the coin-op business, has been promoted to national sales manager at Gamemasters. He was formerly regional sales manager and came to Gamemasters from such distribution stints as Bally Distributing and Southgate Amusement and Vending (formerly Southwest Vending).

Gillam will be promoting Gamemasters' current line-up of games that includes the *Casino Classic* and *Bones* countertops, *Sharp Shooter* coin pusher, *Super Spin Out* rotary, and *Nellie* novelty vending unit.

Gillam replaces Doug Connor, who moved to Kramer Manufacturing as their field sales representative.

ShowBiz Pizza promotes Spaight

ShowBiz Pizza Time Inc. has promoted Terry Spaight to president and chief executive officer. The announcement was made by Richard Frank, chairman of the board.

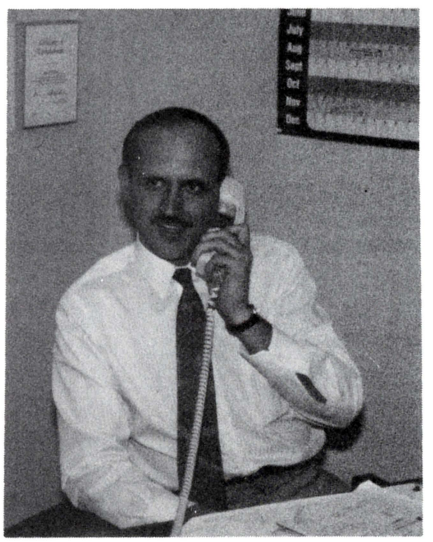
Spaight has been with ShowBiz for two years. He previously served as executive vice president and director of operations. The company is presently remodeling all of its stores worldwide (270) and opening a number of new locations. It recently decided to re-think the design of its stores, opting for a totally new look and openness. This is reflected in the latest stores, located in Canton, Mich., Irving, Texas, and Chino, Calif.

For more details on the redesigned ShowBiz and Chuck E. Cheese locations, look for our feature, "Showbiz puts on a happy new face," in this issue.

SMS acquires more IGT games

SMS Manufacturing Corp. has purchased the rights to manufacture several games originally available from IGT. Included in the game package are the *Draw 90, Castles,* and *Wild One*.

In the fall of 1987, SMS obtained all the rights, blueprints, and specifications for the *Draw 80* from IGT and experienced a very successful year with that product. After polling operators,

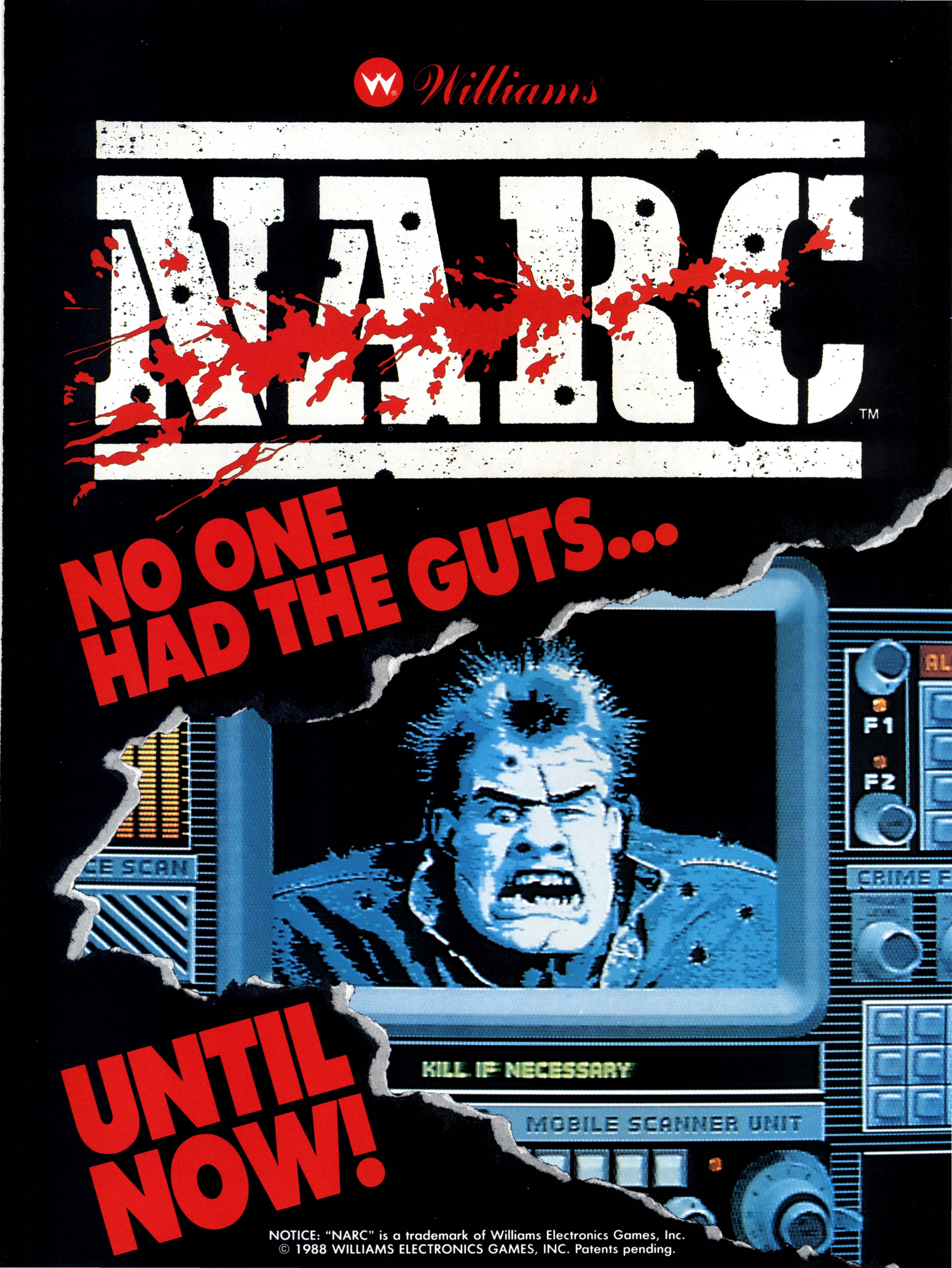


David Gillam

Williams

NARC™

NO ONE HAD THE GUTS...



UNTIL NOW!

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cabinets include:
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90 Day guarantee.

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"We are Innovators not Imitators"

SMS made improvements to the game without altering the operator or player appeal.

These latest game additions expand the SMS line, which already offers the *Poker Roll* roll-down, *Pop-A-Ball* novelty game, three models of cranes, and an extensive list of video card games.

Satellite network launched for bars

The Satellite Entertainment Network (SEN) is a new addition to the nightlife entertainment scene, with its focus on club and bar patrons. Based in Little Rock, Ark., SEN operates a nationwide closed-circuit video network that caters only to nightclubs, bars, lounges, motels, and taverns. Its signal is delivered scrambled via satellite and is received only by paid customers.

The show's currently scheduled by SEN consist primarily of pop and country music, with support from comedy, concert specials, sports, and game-style promotions. Projected subscriber costs for the SEN video system programs average $2.50 an hour. For more information, contact Jean Romano at Combs & Co., (501) 664-3000.

Grayhound reports common stock

Grayhound Electronics Inc. reports that its common stock commenced trading on NASDAQ on Nov. 23. The symbol listing for Grayhound's stock is "GRAY."

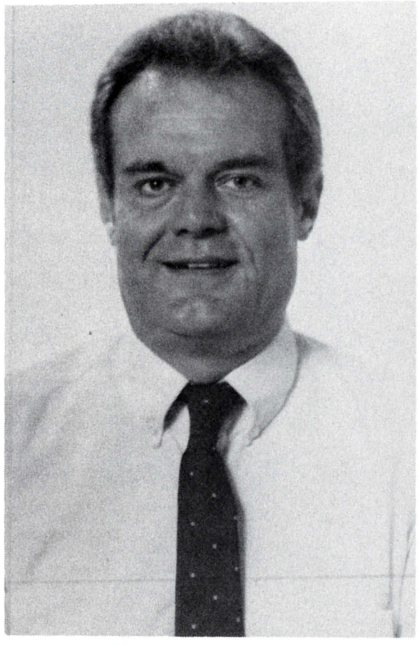
"Gray is a completely, vertically-integrated company that designs, manufactures, markets, and distributes its product line to the entire coin-operated amusement industry," said Carmen J. Ricci, chairman of Grayhound Electronics.

For more information, contact Carmen or Tom Ricci at Grayhound Electronics Inc., P.O. Box 1697, Toms River, NJ 08754; (201) 341-5200.

Weiman joins Bob's Space Racers

Bob Cassata, president/owner of Bob's Space Racers, has announced the addition of Jerry Weiman to the company's management team, specifically, as the new sales manager.

Weiman brings a wealth of experience to the position. Most recently, he was games manager with HBJ Parks, Boardwalk & Baseball, Seaworld, and Cypress Gardens. Prior to that, Weiman served as director of games and merchandise for Elitch Gardens Amusement Park.



Jerry Weiman

ATE International ready for big crowd

From Jan. 16-19, all eyes in the coin-op amusement business will be focused on London, the host city for Amusement Trades Exhibitions (ATE) International '89. Attendance at Grand Hall-Olympia is important, says Joe Burnip, exhibit manager.

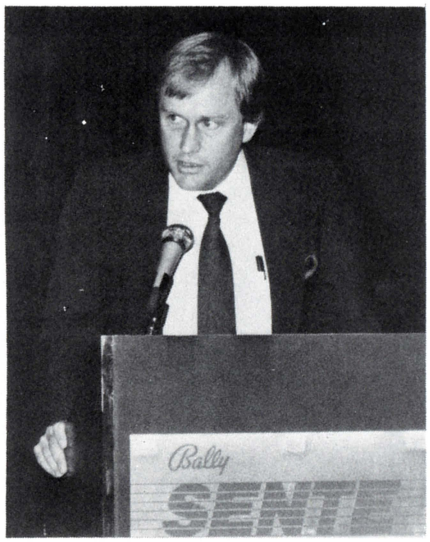
"The show gives everyone the chance to see all the latest equipment, talk to leading companies' representatives, and buy with with confidence," he said. "If you've seen it at ATEI, you know you won't find anything better elsewhere."

Over 12,000 people are expected to visit over the four-day period. Burnip and other organizers are already planning for increased exhibit space in 1990 and beyond, due to the rise in would-be exhibitors.

Blattspieler joins Bally Midway team

Williams/Bally Midway has appointed Steve Blattspieler to the post of vice president for Bally's sales and marketing. He is a 16-year veteran of the coin-op industry, including a six-year stint with Bally.

Blattspieler rounds out a sales and marketing management team that consists of Ron Bolger (sales), Laura Rezek (marketing) and Jim Belt (test-market programs). "Steve's appointment is another indication of Williams' commitment to maintaining the Bally Midway product line," said a Williams official.



Steve Blattspieler

SUG holds first meeting in Chicago

The Star Tech Journal Users Group (SUG) conducted its first meeting during the recent AMOA Expo '88 in Chicago. Among the members of the "bulletin board community" present were: Darl Davidson and Dave Cantrell of Sega Enterprises, Gregg DiPipi of American Vending, Todd Erickson of Summit Amusement, Jamie Saccullo of Mr. Packman Enterprises, Bill Johnston of Johnston's General Store, and James Calore of Star Tech Journal.

Star Tech Journal and BAM Engineering have joined together to offer an electronic bulletin board, the only full-time BBS dedicated to the coin-op industry. The service is offered free to all subscribers; all that's needed is a com-

THE ANGLE SYSTEM

"Rotation is our game"

Available In Four Models:

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Angle 25
Angle Table
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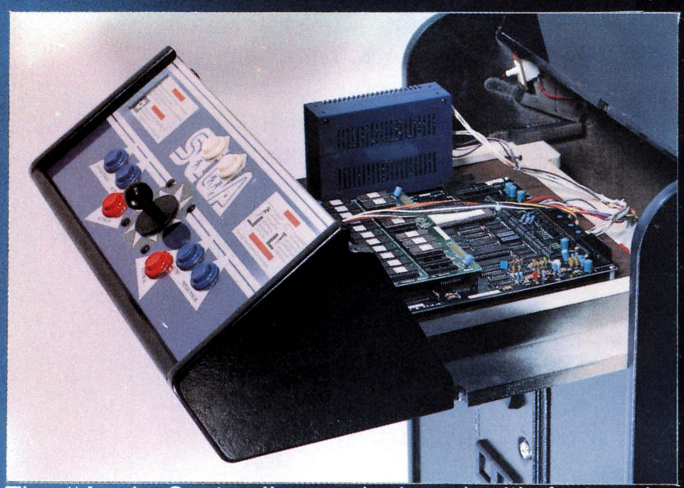
Same Drawer Fits All Models



The "Angle System" was designed with fast and easy game rotation in mind.

A new kit can be installed in the angle drawer in 15 or 20 minutes. The drawer comes complete with a board holder, predrilled control panel and plexi, and a Jamma harness with slip on connectors for one and two joystick games.

More importantly, the "Angle System" has quick releases for game drawer/marquee and easy rotation and adjustment of the monitor. Thus, game drawer changes are made at the location in a matter of minutes.

We introduced the original drawer system concept to the industry in 1984 and our four years of experience shows in the design and quality of the new "Angle System" cabinet. Compare the "Angle System" with companies who are only now copying us with little attention to details. We believe you will go with the innovator, not the imitator.

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For the seventh consecutive year you – our operator friends – have said our COUGAR ZD-4 is the No. 1 coin-operated pool table. You've told us that we're on target in building each table to meet your marketplace needs.

But...your votes of confidence from 1982 through 1988 make 1989 a real challenge. You've said, "Valley is tops, so we expect more from you... that you'll have to work still harder to retain our confidence and support in the years ahead!"

On behalf of our valued distributors and all of us at Valley, we just want to say, "We hear you! ...and thank you again!"

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puter and a modem to access the service.

The board has such features as on-line troubleshooting tips, the posting of electronic messages to other users, an open "question and answer forum," downloadable articles and other useful information, and participation in surveys for parts, test equipment, controls, etc.

For more information, contact Star Tech Journal at (609) 662-1080.

MCA joins Rowe in promotion

MCA Records has joined the list of major record companies who are participating with Rowe International in its promotion for the *LaserStar* dedicated CD jukebox. For a limited time, operators in the United States who purchase this jukebox will receive a free "Promotion Pack" provided by Rowe and the participating labels.

This starter kit contains dozens of CDs by some of the top recording artists in the country, along with a complete set of title strips. The MCA artists who will be part of the Promotion Pack include Elton John, Glen Frey, Belinda Carlisle, Bobby Brown, Pebbles, The Jets, and New Edition. All will be represented by their latest full-length CDs available on MCA Records.

For more information, contact your local distributor or write to Rowe International, 75 Troy Hills Rd., Whippany, NJ 07981; (201) 887-0400.

Kramer rewards basketball stars

During the AMOA Expo '88, Kramer Manufacturing sponsored several mini-tournaments utilizing its *Superstar Basketball*, a featured product at the Kramer booth. Many industry veterans competed with other show attendees twice daily.

By show's end on Saturday, many gifts had been given away to winning players. The final competition, aimed at determining the top four scores in the playoff, was won by Tony Yula of Mondial in first place, Irv Spinak of Mondial in second place, Bob Newell of Sweet Distributing in third place, and Rich Ganeles of Mondial in fourth place. Prizes included TVs, boom boxes, dust busters, and clock radios.

Stowers starts own business

Georgia's Gray Stowers has formed his own company, aptly called Stowers Leasing. The Conyers, Ga.-based business opened at the end of September and has already become the Georgia distributor for Seeburg.

Stowers was most recently employed by Peach State Distributing Co. He worked there for two-and-a-half years as game sales manager. Previous to that, Stowers worked in sales at Greater Southern Distributing Co. for 12 years.

Gray Stowers

What's that? Video good for you!

Playing video games is an activity that's been raked over the coals by many, who claim that it causes juvenile delinquency and seemingly all forms of aberrant behavior. So it's nice to see a report from the American Optometric Association saying video games may help sharpen some aspects of a person's vision.

According to the AOA, when played in moderation, video games may help sharpen vision skills used in the classroom, on the job, behind the wheel, and in sports. Of primary importance are eye movement skills. They enable players to follow a moving target or look from one target to another, without moving their heads. These skills are also important for reading, AOA said.

Tied closely to eye movement skills is eye-hand coordination and visual reaction time, or the ability to make an appropriate change of movement very quickly. Also, being able to see out of the corner of the eye while concentrating on one target is a particularly important video game skill, AOA pointed out.

Optometrists do not specify how many hours a day of video game play would be considered "moderate" play. Instead, they stress the importance of taking five minute rest breaks for every 30 minutes of playing. During rest breaks, players should go outside or look at things in the distance.

Officers of the National Automatic Merchandising Association (NAMA) were recently elected by the board of directors during its national convention in New Orleans. Pictured, l to r: James A. Rost, NAMA president and chief executive; R. David Clayton of Automatic Food Service Inc., treasurer; Harold I. Blotner of Dane County Vending Co., senior vice chairman; and John Farquharson of ARA Services Inc., chairman. Not pictured is J. Stephen Stoltz of Polyvend Inc., vice chairman.

- IMPORTANT NOTICE -

DOUBLE DRAGON II: THE REVENGE

will be available exclusively through

AMERICAN TECHNOS, INC. and ROMSTAR, INC.

All purchases of this game must be made through
American Technos' and Romstar's authorized distributors

- BEWARE OF COPY GAMES -

Double Dragon II: The Revenge *will be available first in the U.S. and Canada. Until all sales and distribution have been completed. Upon completion of Sales and Distribution in the U.S. and Canada,* **Double Dragon II** *will be released in limited quantities in Europe.*

Anyone offering parallel boards of **Double Dragon II: The Revenge** *will more than likely be selling illegal and illegitimate copies, and will be prosecuted accordingly.*

American Technos and Romstar support the efforts of the AAMA and the FBI in its anti-drug campaign. The **"Winners Don't Use Drugs"** *message will appear in all* ***legitimate*** *versions of* **Double Dragon II: The Revenge.**

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STATE UPDATE

FLORIDA

The Florida Amusement/Vending Association (FAVA) is bracing for a battle over the legality of cranes in the state, according to Robert S. Rhinehart, FAVA executive director. In a memo to crane manufacturers, distributors and operators, Rhinehart reported about a meeting between FAVA legal counsel Joe Sole and two attorneys with the Dept. of Business Regulation.

"Through this meeting, the Association was informed that (the department) refuses to determine, on its own, whether crane games are games of skill or chance," Rhinehart wrote. "(It) has requested that the Attorney General issue an opinion as to whether crane games can be operated in establishments that sell alcoholic beverages. This is an indirect way for (them) to determine whether crane games are games of skill or chance."

Rhinehart says there's only a 50-50 chance that the Attorney General will issue an opinion, due to inherent constraints in the ability of his office to decide factual issues. But should one be issued, there is a likelihood that the cranes will be deemed games of chance.

"We are in the process of establishing a separate legal/administrative lobby account to fund a challenge to the potential ruling," Rhinehart said. "It will be inherent upon us...to come up with the resources to fight this battle, because it is plain to see the implications if an adverse ruling is forthcoming."

ILLINOIS

City officials in Danville may soon allow children under 16 years old to go into video game arcades without written consent from their parents. The Commission on Youth and Children had been asked to come up with a formal proposal on the matter, though its recommendations haven't yet been completed.

Commission members did agree, however, that parental consent should not be required when children under 16 attend video arcades that are well-lit, with no partitions, alcohol, or tobacco allowed.

Danville's law requiring children to have written permission before entering the arcades has come under scrutiny in recent months. Some officials are of the opinion that video games tempt children, luring them into skipping school. But one video arcade manager says few children patronize his business during school hours.

"I don't think kids skip school just to play video games," said another official. "The skip school just to skip school."

The Youth Commission recently received a petition signed by 152 youngsters, who said the video law could force teens onto the streets. And the streets are a place where they could get into worse trouble than an arcade, said the petition.

NEW HAMPSHIRE

Fifteen clubs, restaurants, and other businesses across New Hampshire were recently raided by law enforcement officials, who were after a familiar target: illegal video poker machines. The authorities confiscated 32 video poker machines and $11,884 in cash from the raids, which culminated six months of investigations.

A complaint against the Disabled American Veterans, one of the raided clubs, alleged that two cash payoffs were made to a state trooper. Also, an undercover Liquor Commission investigator said he witnessed three separate payoffs at the Nashua Moose Club. Neither contested the charges of illegal gambling.

At another social club, the American Legion Jutras Post 43 of Manchester, a state trooper working undercover said he was twice paid in cash for the free points he accumulated while playing video poker. The machines are legal as amusements, but the conversion of the free-play points to cash is illegal. While not contesting the complaint, Jutras Post officials claimed the machines have become critical to the survival of the club. They installed them to win back customers who were drawn away by other clubs, officials said. Their patronage had declined by 90 percent, prompting the installation of the five machines.

Liquor Commission Chairman Costas S. Tentas said the Commission has been urged to legalize video poker, but that the decision rests with the Legislature. While the LC has threatened suspensions of up to one year for illegal gambling, 30-day prohibitions have been more common.

WISCONSIN

In late fall, Wisconsin First Lady Sue Ann Thompson accepted a unique gift from Roger Westmont, vice president of the Wisconsin Amusement & Music Operators (WAMO), and Bernie Powers of Arachnid. On behalf of WAMO and Arachnid, they presented the governor's wife with an electronic home dart game valued at over $400. She accepted the gift on behalf of the Wisconsin Executive Residence Foundation.

The Arachnid-manufactured dart game will be placed in the basement/recreation room of the governor's mansion, which until recently hung an old English Mark dart board. The idea for the gift originated with Ralph Fleege, WAMO past president, and Marcio Bonilla of Arachnid.

During their September tour of the mansion, Fleege and Bonilla saw the old dart board in the basement. A subsequent conversation with Mrs. Thompson revealed that the governor and his son were avid dart fans and frequently used the basement game. Hence, the idea for the new one was born.

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Big Choice Cranes...
the standard of the industry with microprocessor electronics and the original Belgian claw. Available in 1, 2, or 3 player

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- Available in button or joystick models
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BETSON

Grayhound/Coors Light National Basketball Tournament

Amid the high-tech glitter and the clanging of winning slot machines, over 300 basketball sharpshooters faced off in the Grayhound/Coors Light National Tournament on Nov. 18-20 in Atlantic City. The nationals, which were staged at and hosted by the Claridge Hotel and Casino, served as the culmination of over 2,000 local qualifying tournaments and 21 regional playoffs throughout the country.

More than $20,000 in cash and prizes was at stake, with representation from over 15 states. During the Friday night warm-up event, co-sponsor Coors Light provided a hospitality suite for participants and spectators. American Airlines, the official air carrier for the series, sponsored free air travel to anywhere in the United States for the first place winners.

Ted St. Martin, who holds the world record for consecutive foul shots made (2,036), was flown in to offer challenge matches to tournament participants. Also, over $2,000 was raised for the Muscular Dystrophy Association. Grayhound will soon be announcing it's 1989 tournament plans. Anyone with questions about future qualifying tournaments can call (800) 833-HOOP, or (201) 341-5200 for those in New Jersey.

Ted St. Martin, the Guinness Book of Records holder for most consecutive free throws, with his wife while waiting between challenge matches.

Results:
Pro Singles: 1st place: Paul Krueger of Oaklyn, N.J. (tournament-high game of 109 points); 2nd place: Bruce Schmitz of Cold Springs, Minn.; 3rd place: Roger Barren of Dickson City, Pa.

Open Singles: 1st place: Matt Gettys of Topeka, Kan.; 2nd place: Tony Pestana of Everett, Mass.; 3rd place: Bob Kremer of St. Cloud, Minn.

Women's Singles: 1st place: Marie Whitmer of West Palm Beach, Fla.; 2nd place: Linda Finn of Staten Island, N.Y.; 3rd place: Tina Latsch of Allentown, Pa.

Mixed Triples: 1st place: Fred Henschel of Alameda, Calif., Barbie Azar of Allentown, Pa., and Bob Kremer of St. Cloud, Minn.; 2nd place: Brian Martins of White Park, Minn., Bruce Schmitz of Cold Spring, Minn., and Jean Bever of Apple Valley, Minn.; 3rd place: Tom Carluccio and Vic Pascale of Manasquan, N.J. and Marie Whitmer of West Palm Beach, Fla.

(l to r): Bob Mills, tournament director; Paul Krueger, first place winner in Pro Singles; and Mark Lee and Phil Senes from Coors.

Grayhound's Silver Bullet Girls Beth Smith (l) and Sheryl Weiss.

Contestants warming up before the Michigan State Tournament.

Delaware's finest after qualifying for the national tournament.

Stella Fontana (second from left, first row) from S&M Sales and Service joins the crowd of Michigan sharpshooters.

NEWS FEATURE

The Bank Saloon hosts air hockey championship

Following a successful qualifying tournament program in the Rocky Mountain region, area players gathered to compete for $7,000 in cash and prizes awarded at the 1988 National Air Hockey Championships held October 14-15 in Boulder, Colo., at The Bank Saloon.

The annual event was sponsored by Dynamo, The Bank Saloon, and 18 other businesses. Colorado players came from Funplex in Littleton, Jolly Time Arcade in Englewood, Red Baron's Nickelodeon in Westminster, and Fun Factory in Loveland. Wyoming players came from Bally's LeMans in Cheyenne, Wyo., and other locations. Texas, Pennsylvania, and Maryland were also represented in the competition.

Jesse Douty of Rockville, Md., captured his 11th national title, close on the heels of winning top honors in the March 1988 Nationals in Houston. Second place went to Bob Dubuisson of Boulder, Colo. Other top 10 rankings were: Joe Campbell of Philadelphia, third; Phil Arnold of Houston, fourth; Tim Weisman of Houston, fifth; Mike Nelson of Houston, sixth; Vince Schappell of Houston, seventh; Robert Hernandez of Houston, eighth; Mark Robbins of Boulder, Colo., ninth; and Paul Marshall of Dallas, tenth.

In other divisions, T.C. Cabot of Houston won the Pro B division, with Mike Barry of Philadelphia placing second. Mike Pryor of Denver won the Expert division, with Tony Shipman of Denver placing second. Phil Von Hake of Boulder won the Amateur title and Doug Comstock of Colorado Springs, Colo., took second. Terry Hirschfeld of Longmont won Novice honors, with Lee Jilek of Boulder in the second place spot.

Patrice Nale of Houston won her sixth consecutive Women's title and Lorraine Morrison of Boulder placed second. Bobby Campbell of Waco, Tex., won the Ead's News Award as the top new player.

According to Mark Robbins, interest in air hockey has increased greatly in the past year. He stated, "In many arcades, air hockey has become a steady anchor that consistently brings customers into a location."

Exhibition games have been held all over the country in recent months, including at Just for Fun in Lombard, Ill., and Fun Factory in Loveland, Colo.

Houston will again be the site for the next national tournament in March '89. A college level (ACU-I) tournament program is currently underway. For more information on air hockey tournaments and promotions, call Mark Robbins at Dynamo, (800) 527-6054 or (817) 589-7699.

An eager crowd awaits the outcome of the finals match between Jesse Douty and Bob Dubuisson.

Interested players gather 'round for the air hockey exhibition at the Fun Factory in Loveland, Colo.

WE BRING YOU WHAC A MOLE

Other games come and go but our games just keep growing in popularity. The proven success of our games can mean increased profits for you.

AND MUCH MORE

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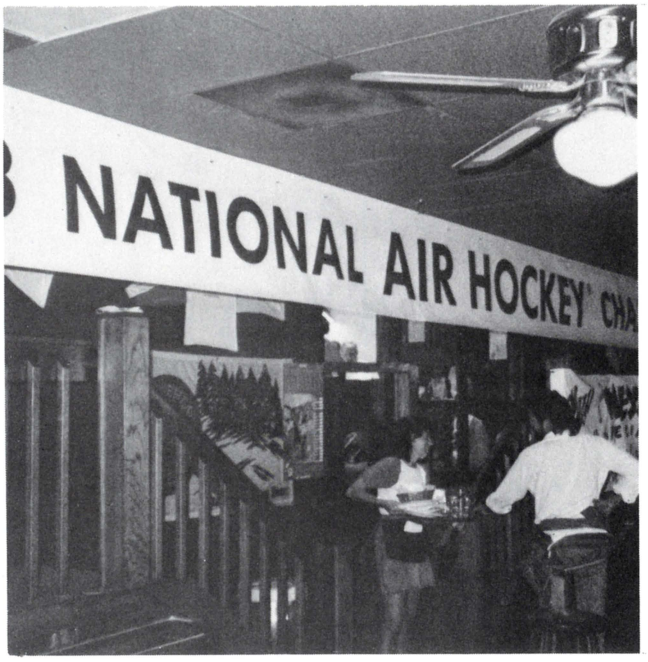
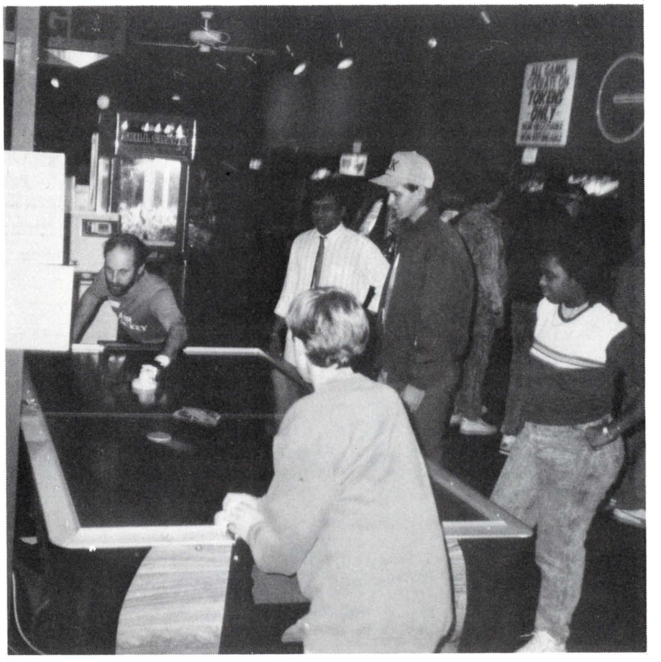
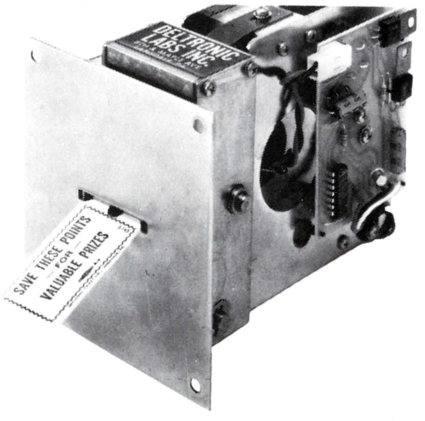


The Bank Saloon in Boulder, Colo., host city for the Air Hockey Championships.



Mark Robbins takes on challengers at an air hockey exhibition at Just For Fun in Lombard, Ill.

THE TICKET DISPENSER —WITH EXPERIENCE



DELTRONIC LABS DL-1275 Ticket Dispenser is now available in kits—for quick and easy installation on existing video, pinball and novelty games.

For more than 7 years, top amusement manufacturers have relied on DELTRONICS LABS for quality ticket dispensers, backed by prompt and efficient service.

Now this time-tested dispenser is incorporated in kits for the same dependable performance on your present games.

You can renew player interest with tickets for awards and bonuses—and keep them playing again and again and again!

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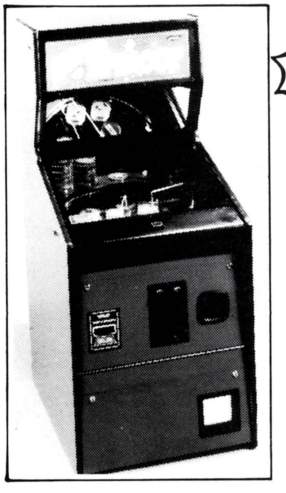
SUPER SPIN·OUT



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Features:
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- Sturdy plywood construction
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- Adjustable percentage control
- Optional bill acceptor
- Wall security bracket

Dimensions: 28″W × 36″D × 64″H

Ideal for carouseling and banking. If you operate Rotary Merchandisers you will find all of the necessary features for successful operation in this model. It represents the fourth generation of the Spin-Out Line. Super Spin-Out is a proven winner and ideal for most Arcade, Bowling Alley, Truck Stop, and Large Grocery Store locations.

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IAAPA makes a splash in Dallas

"Glitzy" is an apt description of the International Association of Amusement Parks and Attractions (IAAPA) Convention and Trade Show, held this year at the Dallas Convention Center on Nov. 16-19. Live entertainment, big-scale outdoor thrill rides, and a sea of flashing lights greeted attendees.

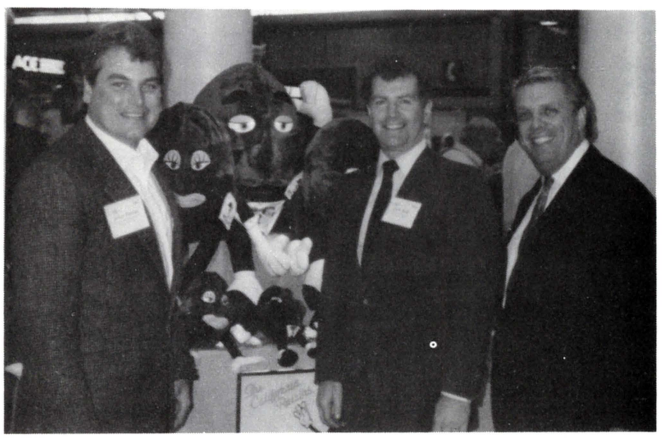
IAAPA celebrated its 70th convention with a list of over 550 exhibitors in equipment categories that ran from major midway games and devices to amusement park designers and builders. In between were arcade games, novelty games, kiddie rides, lighting and sound systems, merchandise and souvenirs, computer systems and software, concession trailers, flags and banners, audio/visual equipment, animated shows and displays, play equipment, security devices, and food and beverage equipment and supplies. And that wasn't the half of this showcase of indoor and outdoor amusement equipment.

Educational sessions were also included and covered the subjects of marketing, financial analysis, legal issues, waterparks revenue and maintenance, games workshop, entertainment, miniature golf, and staff training.

Of particular interest to the coin-op industry was the session, "The New Wave in Family Entertainment Centers," moderated by Skip Doyle of Doyle & Associates. Speaking on the panel were: Bob Minick, J.R. Minick & Associates; Jack Mendes and Jerry Weiman, Bob's Space Racers; Joe Sladek, Skee Ball, Inc.;, and Rick Kirby, New England Coin-Op Distributing. The knowledgeable panel shed light on the place of midway games in the family arcade environment, the importance of facility location and design, management and operation of a location, equipment reliability and support, merchandise payout, and game mixes.

The annual banquet and reception capped the four-day event. Exhibitors and attendees can look forward to these future dates for upcoming IAAPA shows: 1989, Nov. 15-18, Atlanta; 1990, Nov. 14-17, Washington, D.C.; and 1991, Nov. 13-16, Orlando, Fla.

Rhonda Fletcher of Coin Concepts discusses the *Carousel* triple crane with Alan Slawter of Fun Place at Fairless Hills.



By Acme Premium's California Raisin plush (l to r): John Blouin of James Industries, Jack Kelly of Acme, and Dave Patterson of Sunbelt Amusement & Vending Sales.

With *Ziggy the Clown* (l to r): Brian Legary of Grand Prix Amusements, Isaac Ben Yehuda and Oscar Robins of Mayoni, and Grant Pronishen of Fun Fountain Waterslide Park.

Bill Ashe (r) of Bensons Trading Co. in Australia with P.M.I. Toys & Novelty staff (l to r): Jim Ritchie, Cliff Young, Mike Silverstein, and Janet Hammond.

By the Showcase *Action Lotto* (l to r): James Barlow and Russ Bailey of Barlow Equipment, John Torry of Physical Whimsical Park, and Ted Kimpel of Ted Kimpel Concessions.

Mr. Vend's Geri Canter (l) and Maureen Skippy of Rainbow Falls Amusement Park with Mr. Vend countertops.

Mike Wicklein of 65th Street Slide and Ride enjoys Doyle & Associates' *Pro Pitch*.

Otterbacher trailers featured theatrical lighting with this pizzeria display.

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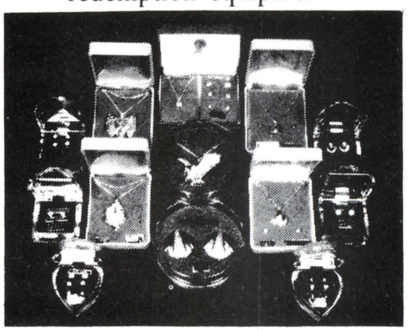

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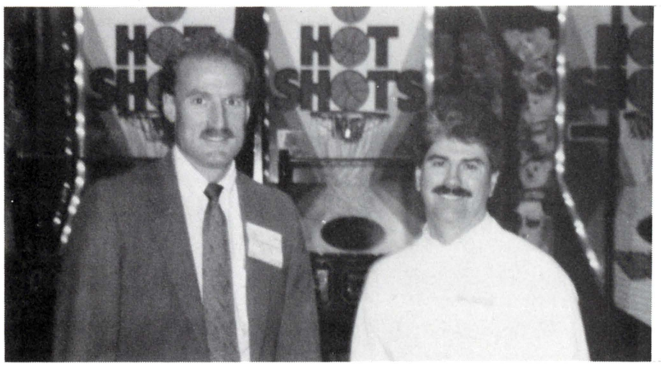
Mike and Julie Macke of Gamemasters by the new *Sharp Shooter* coin pusher.



Mark Hendrickson (l) of Vari Tech and Mike Mader of Wavecraft, after playing the *Hot Shots* basketball game.

Lou and Bonnie Capetta of Bonita Marie with Marie Tolve (c) of Tolves Amusements.

Vince Vance of Vince Vance and the Valiants embraces Capcom's Pat Walton, AAMA's Kerry Sharman, and Dynamo's Mark Robbins.

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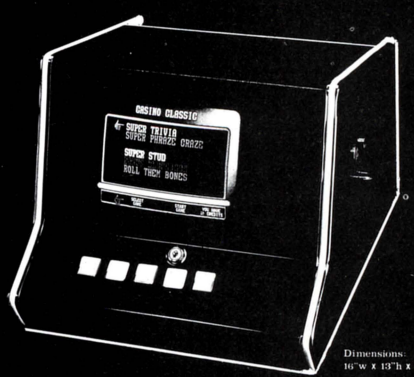

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Hollywood's Ron Clapper (l) and Reid Meredith (r) with Brenda and Jack Peterson of Funtronics.

Lenny Dean (l) of Coastal Amusement Distributors shows the new *Roosta Shoota* to Lloyd Jester, Jr. of Sportland.

Ron Lipp (l) of Ace Novelty with Troy Irvin and Al Allard of Custom Images, by the giant Gumby.

Bob's Space Racers had one of the most impressive booth areas at the show.

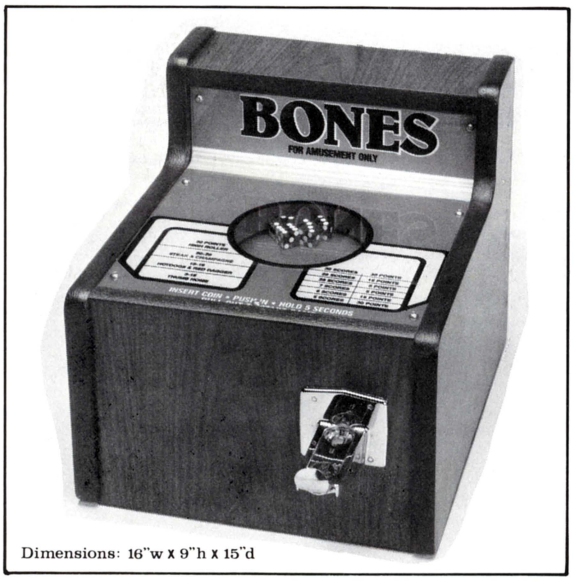
Steve Lipkin of Nancy Sales shows the new Combat Monkey to Bill Eich of Bally's's Aladdins Castle, Inc.

Ron Detweiler and Dorothy Volaski of Super Toy & Novelty with John Dibs (r) of Driftway Fun Park.

All family members enjoy midway games like this one from Bob's Space

Video games at the AAMA booth were always being played.

BONES



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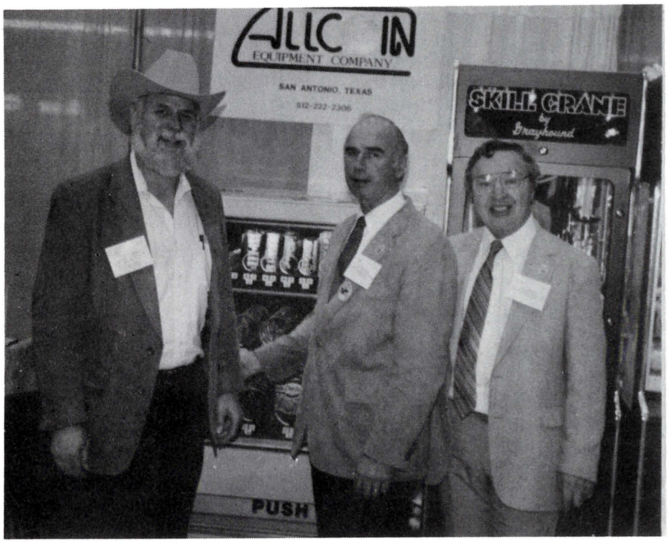
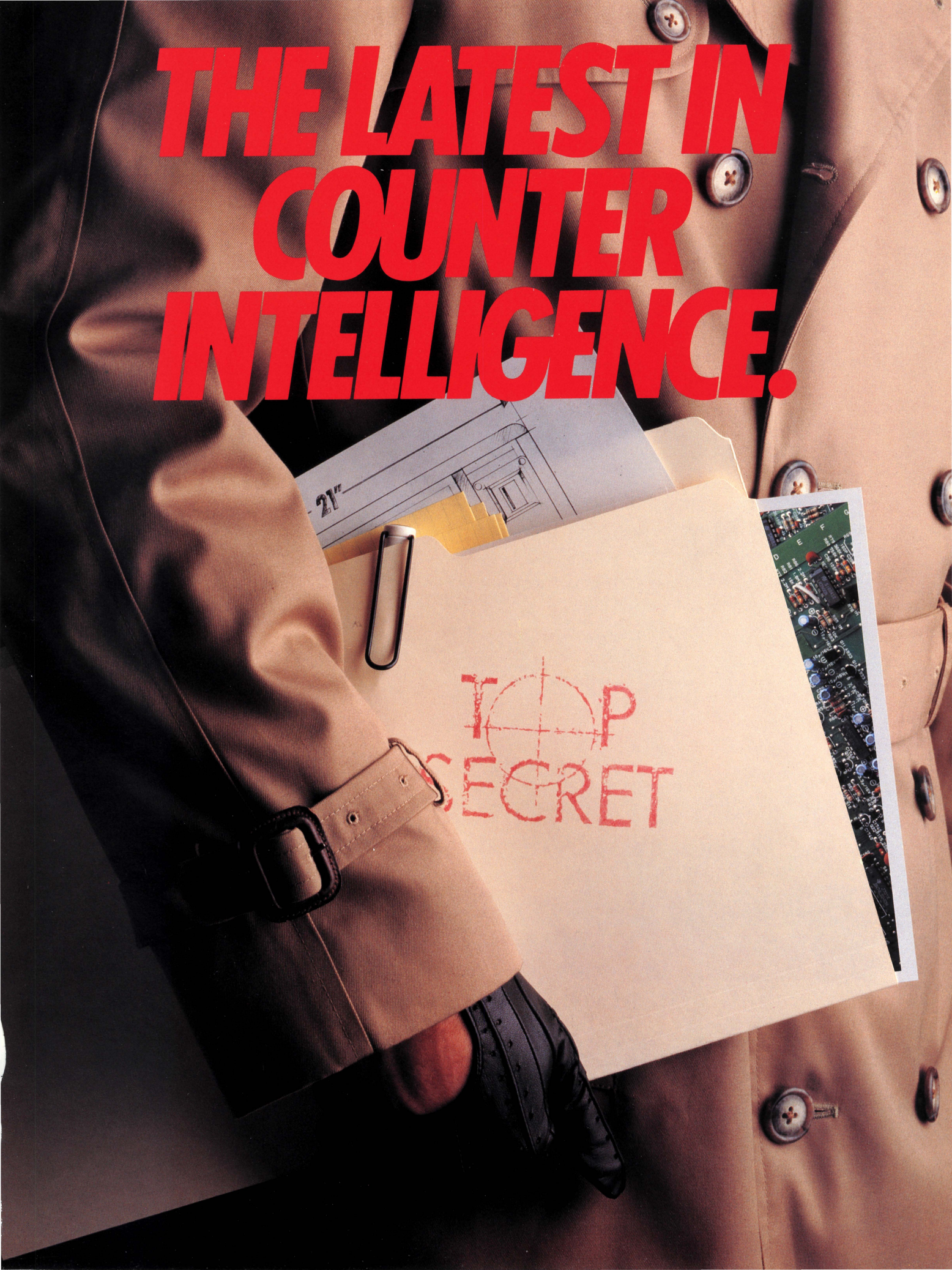
John Margold of Betson shows the bill validator on *Action Claw* to (l to r): Robert Fournier and Eric Boulte of Parc Asterix in Paris, France, and Bill Ward of Amerigame.

By the SMS *Poker Roll* (l to r): Walter Lee of SMS, Ted Mauro and Fritz Rolle of Jenkenson South Amusements, and Bob Harzer of SMS.



Jim Gildart (l) at his Allcoin booth with Clyde Knupp (c), AMOA president, and Bob Rondeau, an industry veteran also representing AMOA.


THE LATEST IN COUNTER INTELLIGENCE.
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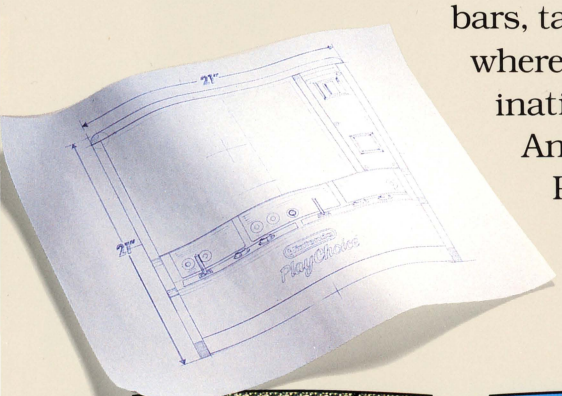
Nintendo's Play is Winning the

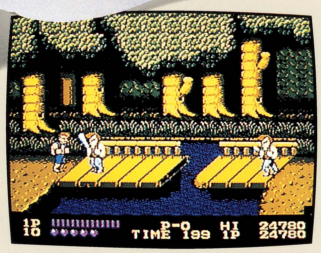
Attention all distributors and operators: Latest intelligence from the game front shows that Nintendo's PlayChoice CounterTop System is the new leader in space technology.

This condensed version of the successful upright PlayChoice unit is filling voids where coin-operated video games of this quality have never ventured—counter tops, bars, tables and wherever your imagination can take it. And with the PlayChoice CounterTop you can explore those potentially profitable *black holes* in establishments where games have never been played.

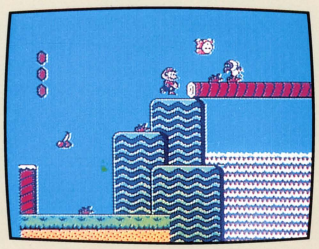


It's no secret that Nintendo's PlayChoice systems are big money makers.

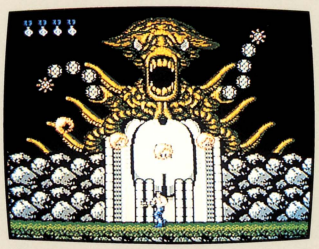
Players keep coming back to PlayChoice. That's because they get to pick from five to ten of the hottest titles around. What's more, PlayChoice gives them outstanding game graphics and space-age controllers.



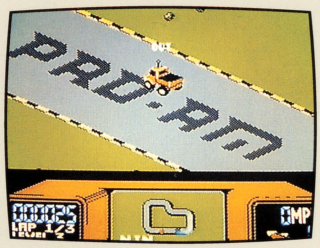
Double Dragon[1]



Super Mario Bros.2™

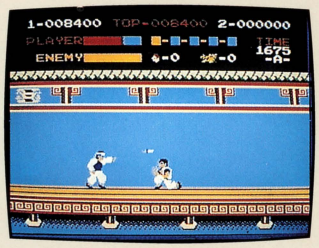


Contra[2]



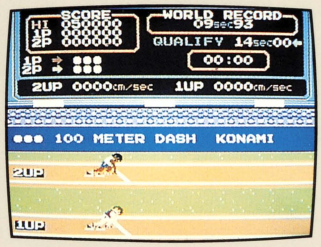
R.C. Pro-Am™[3]

Mike Tyson's Punch-Out!!®



Kung Fu[5]

Rad Racer™[6]

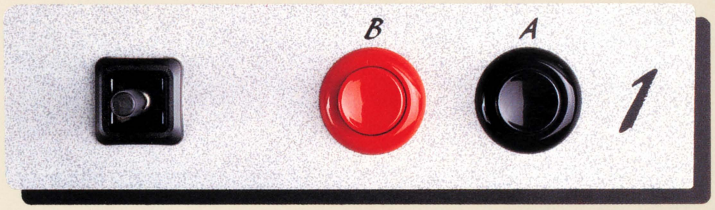


Track & Field™[7]

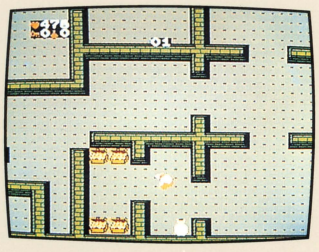
*[1]™Tradewest, Inc., ©1988 Technos Japan Corp., [2]™&© 1988 Konami Industry Co., Ltd. [3]®1987 Rare, Ltd., [4]®&© 1985 Atari Games Corp. [5]© 1984 Irem Corp., [6]© 1987 Square Co., Ltd., [7]™&©1987 Konami Industry Co., Ltd.

Choice™ CounterTop Battle for Space.

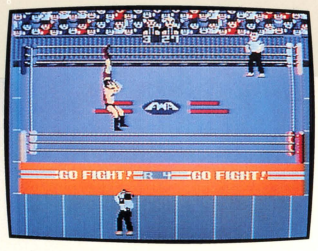
Distributors and operators with full-size PlayChoice systems already know how easy it is to change and upgrade game software. Here's better news: PlayChoice software is interchangeable between CounterTop, Upright and Converted units. Now you have more choices than ever!



With either the five-game or the ten-game option, you can choose from the hottest titles in the business. Games like *Double Dragon[1], Super Mario Bros.2,™ Contra[2], R.C. Pro-Am,™[3] Gauntlet[4] and Mike Tyson's Punch-Out!!® With more than 25 games in the PlayChoice library, you can design your unit to fit the location, keep the action fresh and watch the money roll in.



Gauntlet[4]



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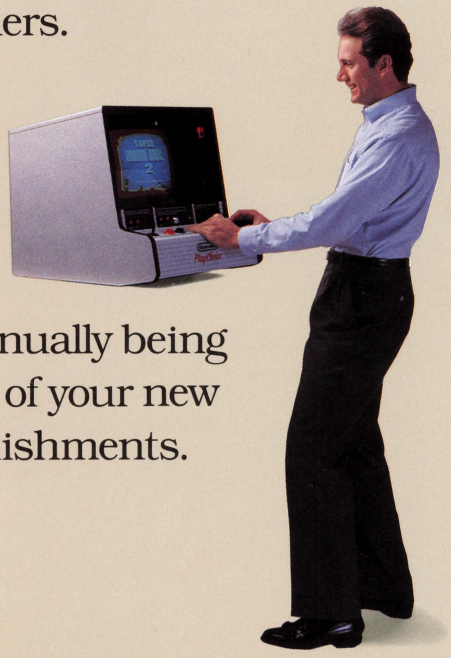
- At Nintendo, software is continually being developed to accommodate all of your new PlayChoice CounterTop establishments.



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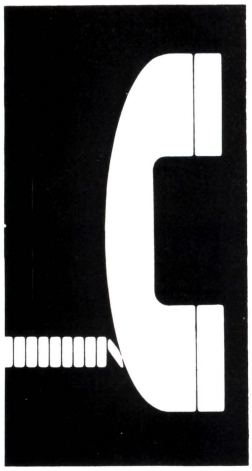


Question:

Having seen the new product releases, are you satisfied or dissatisfied with the choices available, and why?

A — Nathan Bush, Kurt Taro and Associates, Dallas, Texas

No, I'm not satisfied. I'm strictly a street operator, and it appears the manufacturers are concentrating more on arcade games like *AfterBurner* and forgetting about street games. There are a lot of us (street route operators) out here, but apparently the people in Chicago, California, and Tokyo don't realize that.

I can't afford to spend $3,500 or $4,000 on a driving game that won't fit in my locations. I'd much rather see more conventional street equipment and some cheap kits. *Double Dragon* was the greatest thing to come along in a long time for street operators; nothing has been as good earnings-wise or cost-wise. We need something like it.

The manufacturers need to get on with their promise of standardization. Also, I'd like to see more American manufacturers designing games and kits instead of just having a choice among Japanese games.

A — Randy Chilton, Chilton Vending, Wichita, Kan.

I'm very satisfied. It appears the manufacturers have spent more time on the quality of the equipment than ever before. There's definitely a lot of good stuff out there.

We weren't deluged with equipment this year compared to previous AMOA shows. The manufacturers, instead of having four or five pieces each, had one good one to show. That makes it much easier for operators to choose.

A — Stephen Genco, Genco's Amusement Co., Bogalusa, La.

I don't think there were enough kits at the AMOA show. There are plenty of cabinets being manufactured, beautiful ones, but there aren't enough kits to go in them. I'd like to see more. I found it strange that with a lot of the new games, the manufacturer wouldn't comment when asked if it would be offered as dedicated or kit.

There are a lot of good new pinball games, but unfortunately not as many good videos. We'll let the coinbox be the final judge as to what's a good game and what's a bad one.

A — Mike Hill, Amusement Systems Inc., San Jose, Calif.

The new games are looking good. I saw a lot of nice stuff at the open houses: *RoboCop, Narc, Chase H.Q., Double Dragon II, and Truck Stop*, for example. The game list looks good, but the prices are a bit outrageous.

I didn't hear about many games being offered as kits, though. It's good to be able to revitalize your old games with a kit, but I'm partial to dedicated games. The cost effectiveness and quality of the kit figure in to the decision of whether to buy them. Both dedicated and kits have their place in the industry.

A — James Thorpe, Thorpe Music Co., Rocky Mount, N.C.

I'm happy with the product overall, but I am disappointed with the video graphics on a 25-inch monitor. The graphics are too blown up and spread out, which loses some of the quality. I would have preferred it if the manufacturers had used a 19-inch monitor.

I liked Williams' *Narc* and the pinballs, especially Bally's new game. It's good to see them come out with a good pinball game again. I was also a little disappointed with the lack of kits available at the AMOA show.

ShowBiz puts on a happy new face

by Bonnie Theard

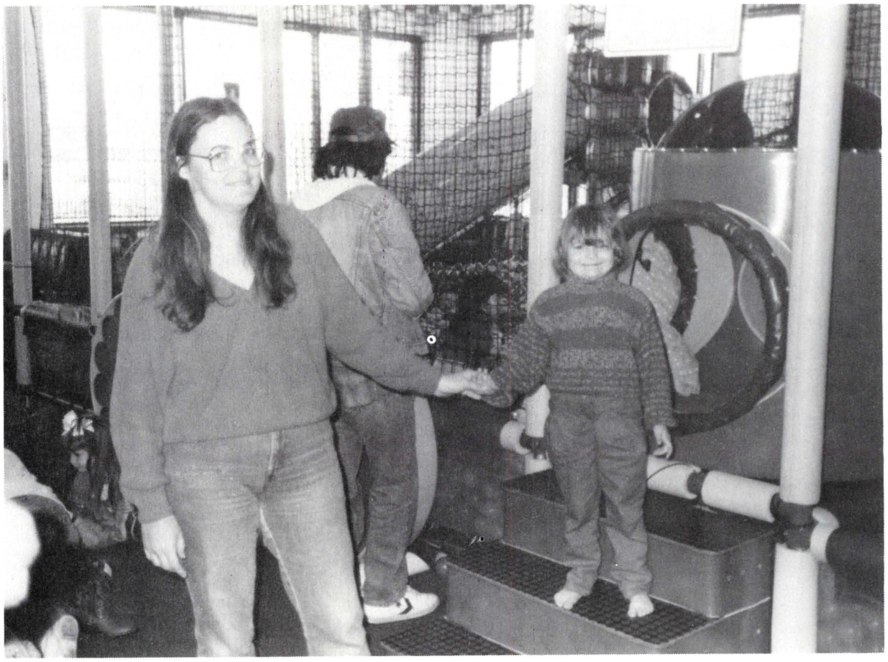
"This kind of story is easy to write," I said to Charlie Whitworth, technical manager for the newest ShowBiz Pizza Place, as we looked over the totally redesigned ShowBiz format at the company's prototype store in Irving, Tex., near Dallas.

As a member of the industry, and as a parent, I appreciate the openness of the new store, the quality of equipment, and the well-thought-out arrangement of the food service and redemption counter that makes for a most attractive package. This store opened in early October and will be the new standard for all 270 stores worldwide.

In addition to its United States stores (Alaska and Hawaii included), ShowBiz locations can be found in Canada, Hong Kong, Mexico, and Guatemala City, Guatemala. A total of 128 stores are company-run while 142 are franchises. Remodeling is complete on Dallas area stores and is underway in Chicago and Atlanta. Eighteen stores in other markets will be completed this year. The approach is thorough, and a total market area is remodeled at one time. The ShowBiz home office happens to be just a few blocks away from the new store. Joining me for a view of the interior were Steve Thomas, director of technical services; Stan Black, director of entertainment; George Collier, general manager of the store; and Charlie Whitworth.

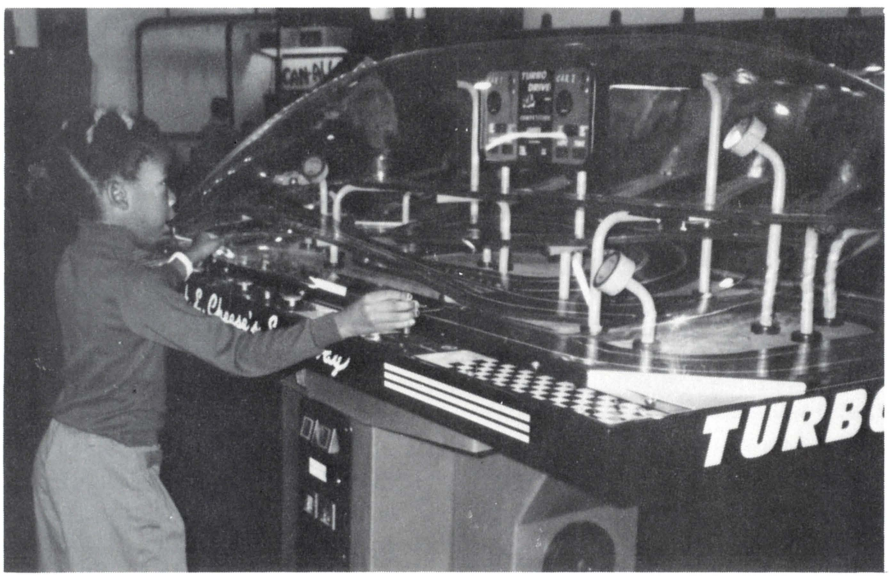
According to Thomas, ShowBiz wanted to get away from the present arrangement of segmented rooms and open up the stores so that parents could better supervise their children enjoying the games and rides. The Irving store is the second one with the new format, the first being in Canton, Mich. A third new store in Chino, Calif., opened in December. Six new stores are planned for 1989 in major markets.

Opening the doors of the new Showbiz Pizza Place in Irving, Tex., are Stan Black (l) and Steve Thomas.



Jeanne Michel, a regular customer, helps daughter Marti Ann out of the Play Port.

Store manager George Collier by the new floor show area.



A young lady enjoys the Chuck E. Cheese Raceway.

Food service and the redemption counter are under one big canopy.

"As we remodel," said Thomas, "we're cutting back on the number of video games except for skill videos such as *Road Blasters* and expanding our redemption equipment. We're experiencing difficulty finding video themes suitable for our customers. Games like *Double Dragon* and *Operation Wolf*, while good street pieces, don't suit our needs."

Pinball games don't figure into the ShowBiz format either, mainly due to the drawback of the backglass, noted Thomas. "The only pinball we saw at AMOA that we could use was *Time Machine*. It's mostly the parents who play pinball games and not children. Our mix of games must be generally appealing to all family members."

"We're cutting back on the number of video games . . . we're experiencing difficulty finding video themes suitable for our customers."

The core customer market for Showbiz is families with children aged 2 to 10. The stores have always featured a big variety of kiddie rides, and the new format is no exception. Included is a new-style Pentes Play Port with less depth so that youngsters don't get buried under the mass of balls. There's also a small Toddler Tank for children up to three years old. It lets parents sit alongside and play with their children. Booths line the outside walls and there are tables in the floor show area. No longer a stage, the floor show is on the same level as the tables.

ShowBiz has tried to find the perfect mix of equipment. When a customer enters the Irving store, to the left he finds kiddie rides, the Play Port, and the floor show area. On the right are bowlers, novelty games, a basketball game, and some sit-down videos. A canopied food service area and large redemption counter are in the center.

On both sides, booths line the walls, giving a large open space in the middle. There's easy access from table to game to redemption counter and back. Music from the floor show is piped throughout, and six strategically-placed color monitors bring the entertainment to everyone.

The addition of more redemption equipment has meant an expanded redemption counter, and the one at the Irving store offers general merchandise such as watches, frisbees, rulers, and keychains. For little boys, glow-in-the-dark bugs, snakes, and dinosaurs are just the ticket; and for girls, necklaces, bracelets, and little umbrellas are in demand. Some plush items can be purchased.

The color scheme is different from that of traditional ShowBiz locations. The Irving store is done in green and tan. This color combination, or blue and tan, is planned for all the new stores and the remodeling of existing stores. A checkerboard of red, blue, green, and yellow is used as a border throughout and will become standard. When possible, it will be incorporated into the outside design of the building. A new logo is part of the package, as well as customizing some of the games. The *Skee Ball* bowlers are called Chuck E. Cheese Rolls, ICE's *Turbo Drive* is Chuck E. Cheese Raceway, and Bob's Space Racers' *Whac-A-Mole* is Whac-A-Munch.

Lucretia Berick helps Gilbert Barajas and daughter Natalia at the redemption counter.

Shelley Harvey inflates balloons used for birthday parties or purchased separately.

Other equipment in the Irving store includes Doyle's *Hoop Shot!*, Bob's Space Racers' two-player *Super Shifter* and two-player *Can Alley* plus *Bowler Roller*, Baytec's *Roll Down*, *Dynamo Air Hockey*, and Meltec's *Knock Down*. Videos are Sega's sit-down *Thunder Blade* and console-style *Hot Rod* and Atari's sit-down *Final Lap*.

Kiddie rides are from Amusement Technology, Coastal Amusement Distributors, Kiddie Rides USA, and Rainbow Amusement.

Gene Cramm, vice president and director of purchasing, determines the game choices for ShowBiz. "It's important for me to select games and rides that are made of the highest quality," said Cramm. "The selection process includes choosing vendors who offer a high level of service, an ample in-stock parts supply, and competitive pricing."

Pizza is still the mainstay at the new ShowBiz, and it has been significantly upgraded. Other items on the menu are hot dogs, an Italian sandwich, a self-serve salad bar and beverage bar, and brownies or cake. The birthday program remains an important element and attraction for customers.

While most of the stores are ShowBiz Pizza Place, a number are Chuck E. Cheese locations if the name Chuck E. Cheese is more recognizable. Whichever name you use, this combination restaurant and entertainment center is the ideal spot for young families (and grandparents too) to come with their offspring for an enjoyable evening. As the ShowBiz motto says, it's a place "Where a kid can be a kid!" In between the lines I read: it's also a place where a grown-up can be a kid too, at least for a little while.

An enthusiast of Chuck E. Cheese Rolls tries for tickets, while his dad and brother check out *Hoop Shot!*, *Super Shifter*, and *Can Alley*.

By the Toddler Tank (l to r): Steve Thomas, Charlie Whitworth, and Stan Black.

Chuck E. Cheese himself with two young patrons by the kiddie rides.

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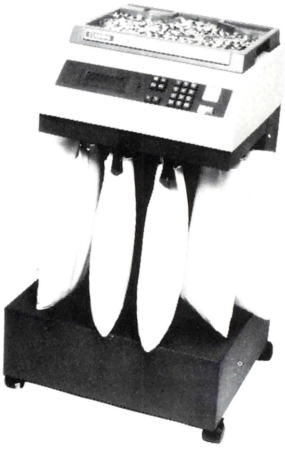

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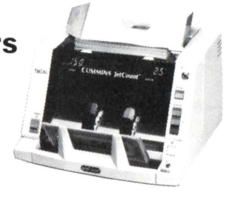

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TEN YEARS AGO

Play Meter finalizes plans for AOE in New Orleans

In January 1979, Play Meter announced that it had finalized plans for the Amusement Operators Expo (AOE) to be held in New Orleans a year later. Publisher Ralph Lally said, "The show will be designed to give the operator a host of information to bring back with him, rather than just a handful of brochures." He, of course, was referring to the fact that AOE would be featuring a vast array of seminars on timely subjects. It was to be the first time an extensive seminar program would be offered. We know now that it was to be successful and that the American Coin Machine Exposition (ACME), which Play Meter now co-sponsors with the manufacturers association, is continuing the tradition of a strong seminar program.

Although coin-op basketball was hardly a gleam in anyone's eye 10 years ago, basketball star Truck Robinson said in a newspaper article that playing arcade games helped his basketball game. "Believe me, the eye-hand coordination I develop from playing the machines helps to improve my game. In high school it helped me with my shooting. It's an instinctive thing."

In Florida a legislative proposal was filed which would have required Florida operators to have meters on their cigarette machines. The Florida operators association fought the bill, claiming it would soon encompass amusement machines.

In other news 10 years ago: Wurlitzer held its annual distributor meeting in West Berlin; Stan Russo, Inc. was named a Rowe distributor; C.A. Robinson held a West Coast exhibit with over 50 factory reps; Godwin Distributing was named to represent Stern Electronics; Rock-Ola extended Betson's territory and added Hudson Bay Vending to its distributor list; and the industry geared up for the A.T.E. show in London.

Pokerino by Williams

Blue Note by Gottlieb

In addition: Magnavox sued Bally, claiming patent infringement; Bally responded to proposed legislation for the New Jersey Casino Control Commission restricting the number of slot machines a casino could purchase from one manufacturer; Bally and Playboy Enterprises joined forces to promote Bally's *Playboy* pinball; and Amico Marketing reported an upsurge of orders at the recent Parks Show.

Morris Nahum of Amico wrote an editorial concerning exporting games. He noted, "Notwithstanding the reasons behind the need to manufacture in the United States, (these machines which were originally conceived in foreign countries), we are now facing the problem of marketing and timing these products within the restrictions and framework of licensing agreements. For example, the original machine is conceived and manufactured in Japan, which is quite well-equipped to export; nevertheless, they sell the right to manufacture the same unit to a U.S. manufacturer who is also equipped to export this same machine. Yet, a similar licensing agreement is made in another country between the same Japanese manufacturers, thus restricting the countries where a similar licensing agreement has been reached."

The country was rocking to top tunes like "Le Freak," "I Love The Night Life," "My Life," "Too Much Heaven," "Y.M.C.A.," "You Don't Bring Me Flowers," "Time Passages," "Strange Way," "Sharing The Night Together," and "I Just Wanna Stop."

New products introduced in Play Meter included *Space Invaders* from Midway, *Tug-O-War* from Americoin, *Black Sheep Squadron* from Astrogames, *Pokerino* and *Pompeii* from Williams, *Blue Note* from Gottlieb, and *Mystic 160* from Rock Ola.

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2 HOOPS

SHOOT TO WIN II

FEATURES

- Game Play: Shoot against timer game
- Photo eye sensor for accurate scoring
- One and two player game
- Adjustable game timer
- Adjustable high score
- Dependable microprocessor game board
- Solid steel frame construction
- Difficult-to-cheat metal ball locking gate
- Catchy musical tune
- 7″ basketballs

OPTIONS

- Ticket dispenser
- Dollar bill acceptor
- High score winner bubble light
- Top net cover

DIMENSIONS

1 HOOP
- Width - 33″
- Length - 9′
- Height-adjustable between 8′ to 9′
- Weight - 260 lbs.

2 HOOPS
- Width - 48″
- Length - 9′
- Height-adjustable between 8′ to 9′
- Weight - 325 lbs.

COMPARE THE STURDY, LIGHTWEIGHT AND COMPACT SOLID STEEL FRAME AGAINST THE FLIMSY PLASTIC FRAME

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Both Shoot To Win Games easily fit through 3 foot doorways.

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- Prize area holds 8 dozen of 12″ plush
- Fits through standard doorways
- Total adjustment on claw strength
- Rowe $1.00 and $5.00 bill acceptor standard
- Dimension: Two sizes available - 33″ wide, 34″ deep, and 81″ high - and 42″ wide, 34″ deep, and 81″ high

ALSO AVAILABLE:
SINGLE UNIT
SUPER SINGLE UNIT
DOUBLE UNIT
TRIPLE UNIT

FEATURES

- 3 skill game options
- Skill joy stick control
- Fully adjustable claws
- Microprocessor game boards
- Solid steel frame construction

OPTIONS

- Dollar bill acceptor
- Prize counter meter
- Winning light
- Sound system
- Ticket dispenser
- Bubble gum payout
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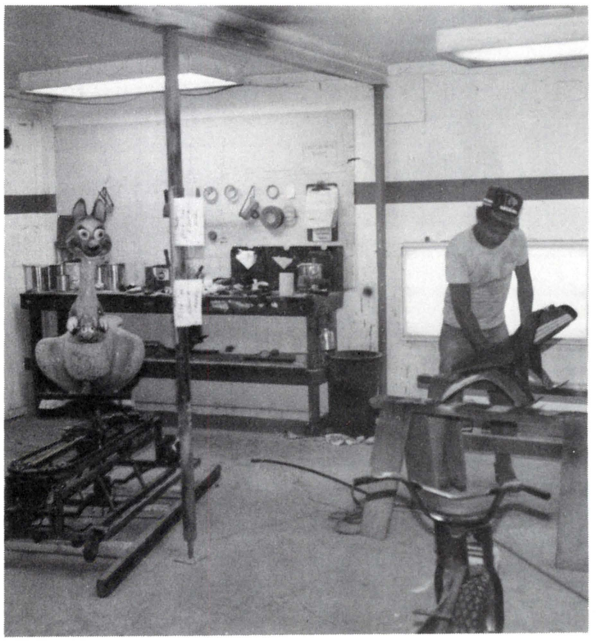


An oft-ridden kangaroo gets the full treatment in the "fill and prime" room and a chance at renewed life.

Drawing an analogy is often an effective way to get one's point across. Consider this one: would you rather have a used 580 SEL Mercedes-Benz or a new Yugo? Similarly, what's more valuable: a new Ford Thunderbird or a completely restored 1957 model?

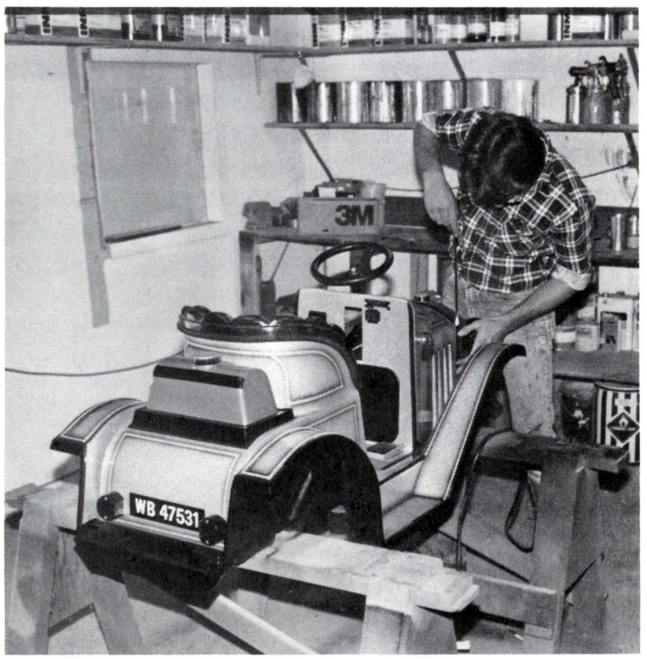
If you answered the Mercedes and the 1957 Thunderbird, then the folks at The Amusement Equipment Exchange think you're exactly the customer they're looking for. Why? Because those are the same analogies used in their promotional literature to drive home these points: all kiddie rides are not the same, and just because a ride is new doesn't make it more valuable or even good.

Known formerly as The Kiddieride Exchange, this Rock Island, Illinois-based company takes a unique approach: it specializes only in used and refurbished rides. Hand-selected rebuilts can be bought from The Amusement Equipment Exchange, or, if preferred, rides can be traded in; both are money-saving when compared to buying new. Whatever the case may be, today's buyer has one important thing on his mind, says AEE's Sam Out.

"There really isn't a push for any specific kiddie ride, like cars, helicopters, or motorbikes," he said. "Generally, the smart, experienced buyer is insisting on quality rides. A new buyer, on the other hand, might look at a ride and have the mentality of 'a horse is a horse, a ride is a ride.' But not knowing any better can leave you with a new ride that's cheap. A kiddie ride should last 25 years; a cheap one might be lucky to last three."

"Generally, the smart, experienced buyer is insisting on quality rides."

AEE notes that because it sells refurbished rides made by every manufacturer



Decals are carefully applied to a refurbished antique car ride.

in the world, its replacement parts inventory is understandably huge. This includes now-defunct manufacturers and those located overseas. Savings of up to 75 percent off can be realized by obtaining parts from AEE.

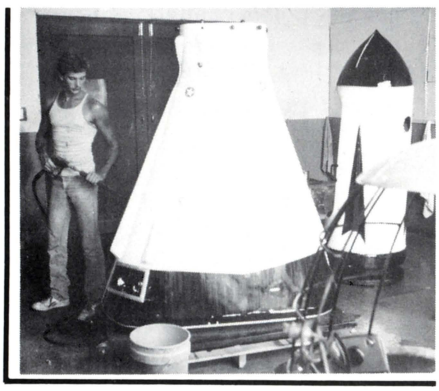
AEE has its own trucks and can deliver rides "to your doorstep" for about $100. Rides are picked up and delivered all across the United States and most of Canada. When AEE buys a piece of equipment, it not only does the picking-up, but it pays cash—on the same day.

"A kiddie ride should last 25 years; a cheap one might be lucky to last three."

Out says that when AEE started two-and-a-half years ago, kiddie rides were 100 percent of the business. But they've since expanded to the point where kiddie rides account for only 35 percent of the pie. Fifty-five percent of the business is arcade specialties and novelty items, with the remainder going to carnival and park equipment (both trailer-mounted and stationary).

AEE hopes to double the size of its warehouse facility by the end of the year. Another goal is to lease public warehousing on the eastern, western, northwestern, southern, and northern coasts, as well as increasing its fleet of trucks and trailers.

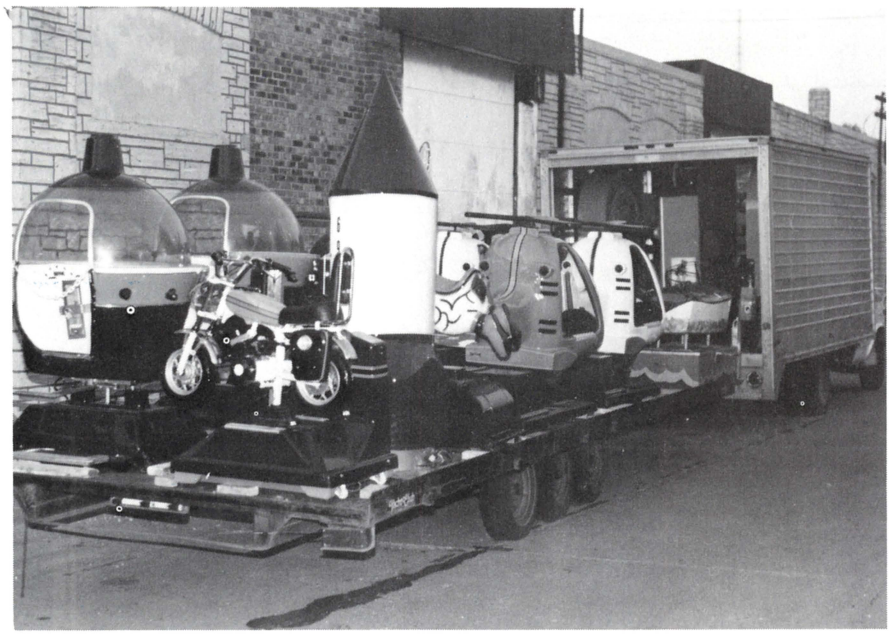
Ride selection is varied at The Amusement Equipment Exchange. This sampling includes motorcycle, fire truck, pony, carousel, space shuttle, and train.



Some equipment requires a chemical wash.

Sandblasting is one step in the refurbishing process.

If you want to find out more about AEE, contact Sam Out or Thomas Leon at (309) 788-0135. But first, tell them "the Mercedes and the '57 T-Bird." They'll know what you mean. □



A truckload of revitalized rides and games is ready for delivery and return to a useful life on location.

Arcade, specialty, and novelty equipment is also restored by The Amusement Equipment Exchange in its full-line operation.

1
For The Money

Reasonable air fares are attainable when plans are made in advance, so be sure to mark your calendar for the American Coin Machine Exposition (ACME) '89 in beautiful Reno, Nev., February 23-25 at Bally's Reno.

2
For The Show

All the major manufacturers of videos, pins, jukeboxes, darts, basketball, video pokers, countertops, novelties, cranes, and coin pushers will be represented. The chance to see the latest product makes it a must.

3
To Get Ready

Review the types of equipment you need most on location and strike out for those booths first. Have a plan of attack in mind. Check the worthy seminars and zero in on those technical sessions you deem most beneficial to your business.

4
To Go

Be sure to bring your spouse, children, or staff members from your company to get their input. A ladies' program will be featured, and the kids will be content with "free playing" till the lights go out. There's also the scenic Sierras to entrance you with side trips to Lake Tahoe, Virginia City, or Carson City before or after the show.

February 23-25
Bally's Reno
Reno, Nev.

ACME '89

For details call show management, Bill Glasgow and Associates (312) 333-9192.

PLAY METER

Crazy New Year's Predictions

by Bonnie Theard, Valerie Cognevich, and Christopher Caire

Hold on to your funny bone, and make way for some crazy New Year's predictions divined from careful consideration of astrological signs, sample polls of "what might be," and free-wheeling coffee-pot banter at magazine headquarters. Very scientific!

Let your mind roll, for we certainly have. Those tabloids catering to "inquiring minds" have nothing on us. Read on for some amusing ideas about our industry, all in fun. It would be quite a wild and woolly year in this business if any of these predictions came to pass, but who knows? This irreverent look at 1989 leaves no segment of the industry untouched.

South Korea enters the video game market and is chagrined to learn that its hot new game, *Counterfeiter*, is being copied in the United States!

Bill Beckham closes his Red Baron operation and opens a video manufacturing facility known as Kit Baron, a company that vows to never produce a game in dedicated form.

Bob Fay starts a sideline business assembling PC boards in his basement; ironically, none of them have serial numbers. But that's alright, Bob has already said it's OK to scratch off the numbers without getting in hot water.

Williams Electronics buys both Premier Technology and Data East Pinball, then decides to stop making pinball games altogether and introduces a new basketball game. Just what the market needs!

ASCAP, BMI, and SESAC decide to enter the jukebox manufacturing business and advise operators purchasing their units not to pay the jukebox license fees because they are outrageously high!

The Dollar Coin hearings in Congress go along swimmingly, and the Christopher Columbus dollar is declared legal tender. There's a holdup, however, when designers try to squeeze drawings of the Nina, Pinta, and Santa Maria on the reverse side.

Dollar bill changers are updated for those locations with wealthy patrons, and new machines now take only $100 bills.

Vending operators with cold drink machines can now fill them with Kickapoo Joy Juice, a new fruit juice drink of unknown origin that commemorates the re-release of *Lil Abner* comics in newspapers across the country.

Japanese manufacturers are steamed that a United States manufacturer has entered the market with a new Super Chip. Games using this remarkable chip are being introduced as dedicated-only in the Japanese market while appearing as kits here in the United States and in Europe. Suddenly, the United States has a rash of "brokers" clamoring for the games in hopes of bringing them into Japan as parallel boards.

Instead of frowning on video games, small townships have seen the light and brought video games into high schools in a last ditch effort to improve the hand-eye coordination of students.

Communidyne debuts the *Truth-O-Meter*, a required piece of equipment at every manufacturer's booth during major trade shows. It will be hooked-up to each sales rep and deliver a shock whenever the words "greatest game ever" are uttered. To no one's surprise, the floor of AMOA '89 is "abuzz."

Government officials decide that video poker game playing is beneficial, and that operators deserve to be paid to operate them. A new law is proposed, giving operators $100 per game on location. Hallelujah!

Job-hopping is so prevalent in the industry that manufacturers have decided on a national "draft" to simplify matters. This means all the sales reps' names will go in a hat for quarterly drawings. It seems eminently fair since most sales reps will have worked for just about every manufacturer by the end of their careers.

The next big legal hassle is bound to be over coin pushers. To head-off the anticipated difficulties, resourceful operators have decided to put gumball dispensers on both ends of the machines to make them legally acceptable.

Operators are stunned senseless when they purchase a new dedicated video, *Reasonable Rally*, for only $1,800 and find out that the cabinet is well-constructed and needs no "doctoring." Could their prayers be answered?

Stay tuned to see how 1989 really shakes out. Remember, you read it here first.

Atlas, Rowe take jukes on a cruise

Atlas Distributors Co. of Pittsburgh recently set sail upon the Gateway Clipper's *Partyliner*, replete with Rowe International jukeboxes and more than 250 customers and guests. The theme of the floating show, which featured Rowe's new model R-93 music lineup for 1989, was "The Family of Music."

The evening's guest speakers and presentors included Mel Sonier, president of Eastern Music Systems; Herb Gefvert of Technisound; Ed Wiler, Rowe vice president of marketing; and Jim Wittler, Atlas vice president/general manager. All three decks of the ship were filled with people trying to catch a glimpse of the new *ComboStar, RoweStar*, video, and nostalgia phonographs.

Wittler and assistant manager Lou Larson revealed the *LaserStar CD-100*, Rowe's dedicated CD phonograph and the night's main attraction. After the speakers program had finished, Atlas had a giveaway raffle. And even when the "Rowe Boat" returned to port, the evening was not over, as much of the throng continued the festivities at Chauncy's in Station Square.

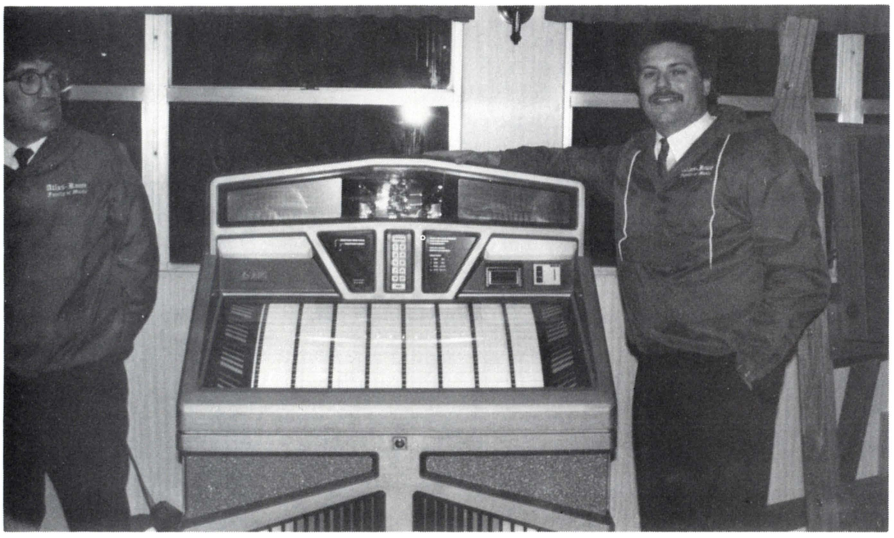
Dave and Joanne Brubach enjoying the evening.

(l to r): Jim Wittler of Atlas, Karen Catalano of State Amusements, and Lou Larson of Atlas.

Constance and John Huyett getting ready to dig into a juicy roast beef sandwich.

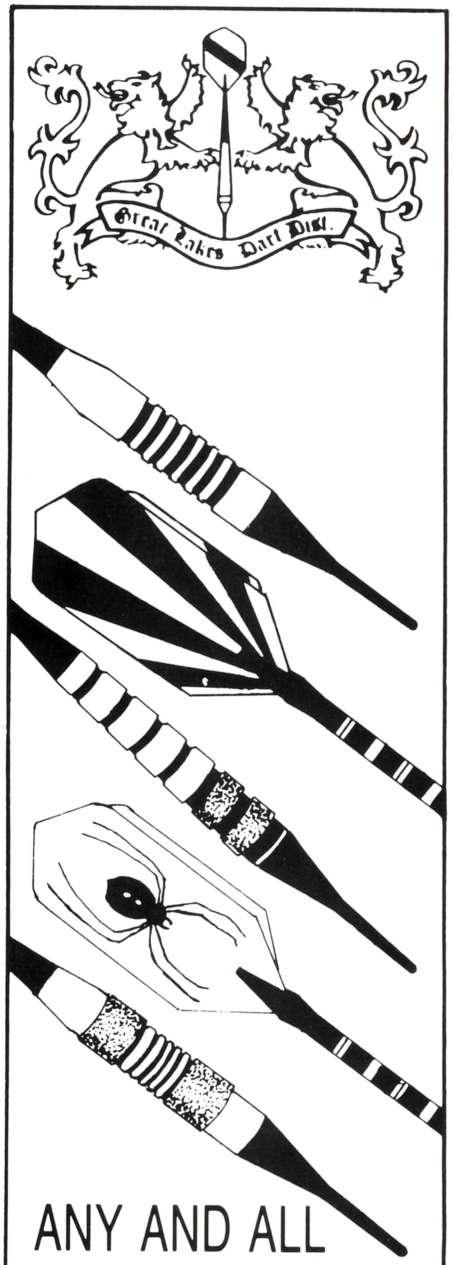
DISTRIBUTOR MEETING

Dave Brubach (second from left) and his group from Belmont Amusement.



Showing off the *RoweStar* 45s jukebox.

Technisound's Herb Gefvert speaking about the benefits of "Omni Sound" as 38-year Atlas veteran Clarence Smoyer (l) looks on.



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T.O.P. sneak previews games

Tom Tarantelli holds his pride and joy, granddaughter, Nikki (Jeff's daughter). Tom's daughter Margaret presented him with another granddaughter named Danielle just days before the open house.

Matt Tarantelli shows operators the inner workings of the new Rowe compact disc phonograph.

Held the weekend before AMOA, T.O.P. Distributing's Open House drew record crowds. Although the day dawned with a blanket of newly fallen snow, it didn't keep operators away, as several hundred joined the T.O.P. staff for a delicious barbecue and a chance to look at most of the new equipment other operators had to wait until AMOA to see.

The highlight of the day was a drawing to give away a brand new pick-up truck. The winner, Joe Centanni, was chatting with Play Meter's Valerie Cognevich when word came that his daughter had drawn the winning key. Drawings also were held for a myriad of other prizes.

Arlene Ceglerski (right), Win and Laurie Monheimar loved the new Rowe jukebox.

Tom (right) and Marsha (second from left) Tarantelli with dear friends and their first customers, Lindy and Sandy Nardone of A-l Amusements.

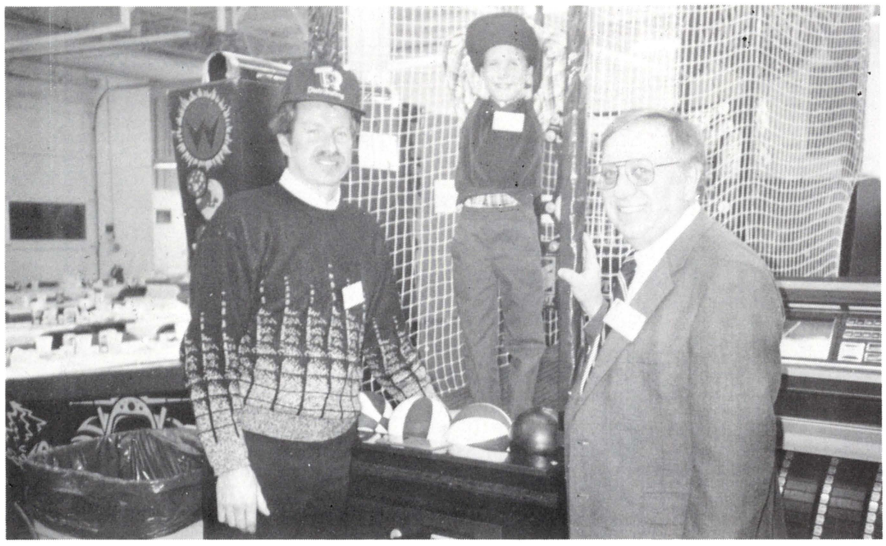
OPEN HOUSE

The Tarantelli's welcomed a huge crowd to their Syracuse office.

From left: Chris Beall of Arachnid, Nick Dipalato of Franklin Vending, and Joe Centanni of Apollo Vending (winner of truck).

Joe and Judy Centanni with daughters Tricia (who picked the winning key) and Jackie with Matt Tarantelli.

OPEN HOUSE



Jim Brotsch and his son Brian of Knox Amusement with Gordon Smart (right) of Smart Industries.

From left: Anthony Neri of Middlebury Vending with T.O.P.'s Dave Meyers and Dave Reiners.

Steve Hardy shows how a truck can make a favorable impression.

The T.O.P. staff with the Tarantellis.

A family portrait of the Tarantelli clan.

And just to show that Matt can't be serious all of the time!

OPEN HOUSE

Betson Pacific: San Francisco and Los Angeles

Beside Romstar/American Technos' *Double Dragon II: The Revenge*, (l to r): Aldo Donnaloia of American Technos, Rod and David Bettencourt, and Tim Jackson of Romstar.

Jim Melehan of Special Effects (l) with Betson's Ron Carrara.

Gray skies and bone-chilling breezes didn't deter operators from visiting Betson Pacific's San Francisco Open House on Nov. 16. They were eager to check out coin-op's hot new entries (and sift through the clunkers), especially those who missed the AMOA Expo in Chicago. A Mexican lunch including tacos, enchiladas, guacamole, and refried beans awaited the attendees.

The scene shifted to Betson's Los Angeles headquarters on Nov. 18. Here, too, were operators in search of the new video, pinball, countertop, novelty, etc., to add to their routes. The general consensus was one of satisfaction with the manufacturers' product; operators hoped for a promising 1989 with a boost from these new arrivals.

Capcom's Brian Duke (l) shows off *Ghouls 'N Ghosts* to Gary Hough of Playmania Amusements.

Dan and Nancy Marchetti of Rendezvous Music playing Williams' *Taxi*.

David Golden of Golden Amusements trying his hand at Data East's *RoboCop*.

Jerry Boesel of Western Coin Machine tests his skill on Sega's *Power Drift*.

Ike Aguilar of Honeycutt Inc. hopes for a winning hand with Exidy's *Showdown*.

Parham Saboori of Ray's Game Center battles the bad guys on Williams' *Narc*.

Melodee Herreman and Dan Olney of D&M Vending playing Merit's *Super Pit Boss*.

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OPEN HOUSE

Show picks up slow market

When Active Amusement Distributors in Philadelphia planned a get-together for its customers, they didn't realize that it was to be a boost for a slow market. "For a slow market, this show picked things up," explained Active's Dave Gilfor. "I wrote quite a few orders. It will slow down again, but we were happy to see the upward trend."

Two hundred guests, many of whom didn't attend the AMOA show, enjoyed the latest games and even better food. Tecmo's latest game, *Ninja Gaiden*, shown for the first time at AMOA, impressed operators. Tecmo is offering the game as a kit, which operators have been wanting. Gilfor said that operators were thrilled with the array of new pins, including *Bad Girls* and *Truck Stop*. *Team Quarterback, Cyberball, Double Dragon II, Power Drift,* and, of course, *Chase H.Q.* were all praised by operators, noted Gilfor.

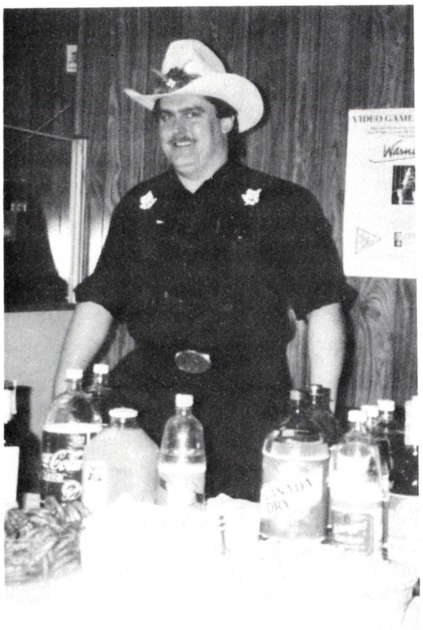
Active took the opportunity to extend its community spirit when it donated the unused food from the day to a house for the homeless in the city. Gilfor said, "We were happy to be able to show that the coin-op industry cares about people and about the community."

The Active ladies: Rosemary Francellini, Irma Delgado, Myra Young.

From left: Sega's John Hill brags about Sega games to Mr. & Mrs. Bill Englehart of Bill's Amusements.

Merit's Vicky Bornstein (left) and Lucy Criticos touted Merit's latest.

Bob Geller of Americal Amusements asks Rachel Davies about Arcadia's *Fast Break*, a stand-out at AMOA.



Active's parts manager, Jim Williams, turned cowboy bartender for the day.

Mountain Coin: Denver

Over 200 operators and guests attended Mountain Coin Machine Distributors' Open House in the mile-high city of Denver on Nov. 10. Mountain Coin staffers greeted operators from Colorado, Wyoming, Nebraska, and South Dakota. All were interested in seeing the latest in coin-op equipment on display in the large showroom.

The buffet table provided a tasty diversion from business talk. Manufacturers donated many fine door prizes that contributed to the success of the event. The most sought-after door prize, a trip to Las Vegas, was won by Casey Larsh, owner of Larsh Vending of Rapid City, S.D.

Casey Larsh of Larsh Vending (l), winner of the grand door prize, and Larry Mauro of Mountain Coin.

Enjoying the open house, (l to r): Damon Paramore of Dynamo, Jack Brown of Mountain Coin, and Marcio Bonilla of Arachnid.

Dennis Sable of Leland shows off *Team Quarterback* to Larry Mauro (l) and an enthusiastic Brian Duke of Capcom.

Casey Larsh (l) chats with Marie and Curt Bennett of B & B Vending.

Gus Hartgrove (l) of Consolidated Vending, and Jack Brown sample the buffet.

Mondial: New Jersey

By Fabtek's *Cabal*, (l to r): Chuck Arnold of Nintendo, Drew Maniscalco of Fabtek, Jack Zucker man of Games People Play, and Irv Spinak of Mondial.

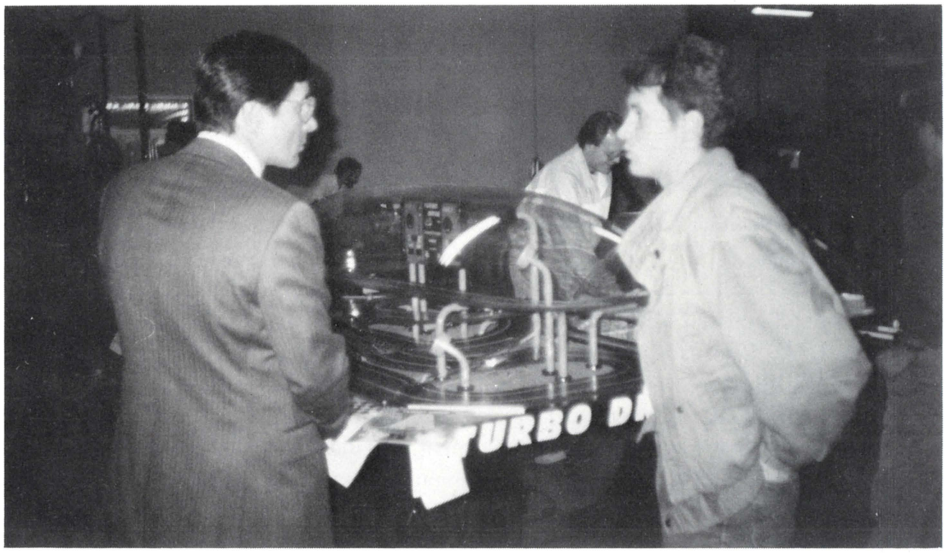
The Mondial International Corp. welcomed 250 operators to its Open House in Springfield, N.J. on November 14. Attendees were eager to take a second look at equipment viewed at AMOA '88.

Mondial treated its guests to a lavish buffet while they were perusing the newest entrants in the coin-op market. Manufacturer representatives gladly demonstrated the fine points of each game and encouraged lots of hand-on experience. Mondial sales manager Irv Spinak expressed his thanks to all attendees who made this annual event a success.

Sega's John Hill watches a player enjoy the sit-down *Power Drift*.

Kramer's David Katz gives pointers to Vic Leo, who plays the *Skill Dozer*.

Ralph Cappola (l) of I.C.E. explains *Turbo Drive* to Joe Iozzia of Gametown.



Jim Serbes of J&J Vending and his wife watch their daughter playing Data East's *Cobra Command*.

C.A. Robinson: San Francisco and Los Angeles

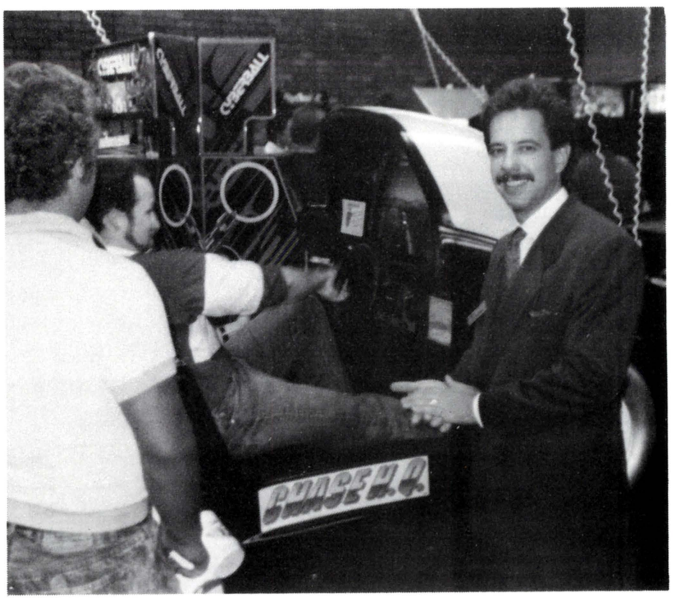
Operators packed C.A. Robinson's San Francisco headquarters, anxious to test new product.

Fabtek President Frank Ballouz watches Earl and Astri Shorthouse of Cal-Pacific Entertainment play his newest video, *Cabal*.

Operators from all across California flocked to the C.A. Robinson Open Houses, held in San Francisco and Los Angeles on Nov. 16 and 18, respectively. For many, this was their first chance to test the new Japanese and American product releases. And, most felt, the games were deserving of praise.

Ira and Sandy Bettelman made sure the operators had ample time to inspect the equipment, and they didn't have to do it on an empty stomach. The San Francisco lunch featured barbecue, salads, and desserts aplenty, while the one in Los Angeles ran the gamut: tacos, meatballs and spaghetti, freshly-carved pastrami, salads, the all-American hot dog, and ice-cold beverages to wash it all down.

Diane Taggart of B&D Video driving Sega's *Power Drift*.



Dennis McCall of Moonstone Co. goes after the criminals in Taito's *Chase H.Q.*, as James Chapman (r) of Taito observes.

State Sales: Baltimore

State Sales and Service of Baltimore combined its post-AMOA Open House with a grand opening celebration centering around the company's new showroom, office, shop, and parts department in a big facility on Benson Avenue.

A record number of operators and guests of State Sales crowded the building and sidled up to games for a chance to scrutinize game play, graphics, and special features. State Sales has an impressive line-up of manufacturers, and every variety of coin-op equipment was there. Door prizes are always a fun part of such events, and several attendees walked away with televisions, CD players, and boom boxes as remembrances.

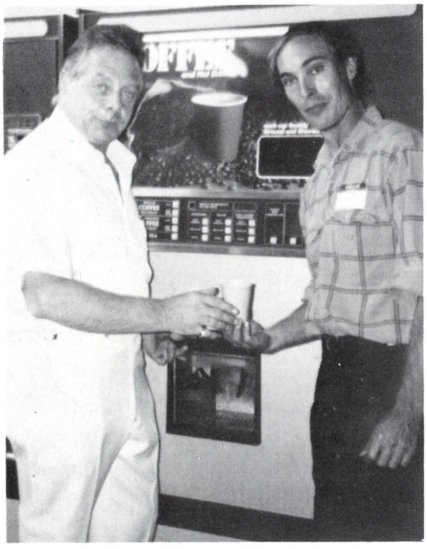
Mary Hermanson of Konami and visitor Jeremy Edwards get wrapped-up in the game play of *The Main Event*.

Discussing the *Dynamo Pool Table*, (l to r): Al Bucci of Al's Billiards, Mark Struhs of Dynamo, and Bill Spenklis of Joe's Vending.

Hot time in Orlando

"Hot time" describes not only the successful open house but also the weather when Birmingham Vending invited its customers and factory reps to its Orlando office for a post-AMOA open house. Held during the "Light Up Orlando" celebration, a crowd gathered to play equipment, participate in dart and basketball competition, and indulge in a hearty barbecue before hitting Church Street Station and other local watering holes for a night of fun.

Enjoying the show are Lee, Yvette, Jason and Nicole Stefanovich, Rose and Dan Shauan, and Andrea and John Clark.



From left: Chuck Howan, Birmingham's vending rep offers coffee to operator Richard Olszewski.

U.S. Games' Mike Horan tried out Sega's *Power Drift*.

Operators gather to await the winning numbers for door prizes.

C. Moore (left) and Joel Ford (right) of Federal Vending with Birmingham's Al Toranto.

Kramer's Doug Connor (rear) with winners in Kramer High Score Contest. From left: Scott Novak, Tommy Naddeo, and Bill Bruner.

The hit of any show, the new Rowe CD jukebox with (from left) Birmingham's Chuck Howan, Rowe's Jerry Gordon and Joel Friedman, and Doug Sernka of Players Music.

From left: Taito's Yoshi Nakanishi and Jim Chapman with Jeff Cassorla of General Vending and Tom Quinn of Amusement and Vending Service Co.

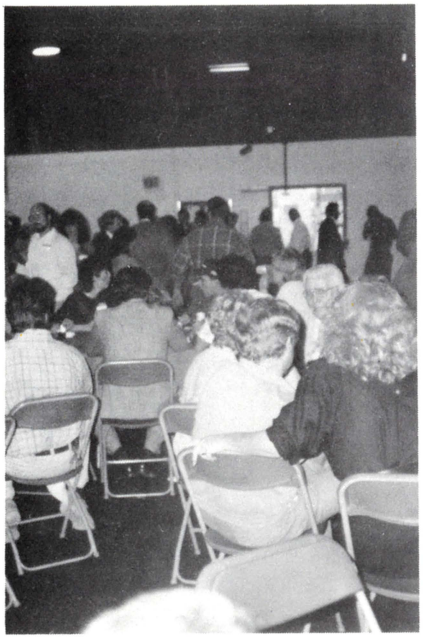
Here's a group of manufacturers.

Bill and Maureen Michaels decided it's never to early to expose their new son to coin-op! With them are Misty, Cindy, Tom, and Scott Millard.

—Greater Southern hosts crowd—

Greater Southern Distributing Co. welcomed its customers and factory reps to a post-AMOA open house the end of November. Quite a crowd showed up to enjoy food, drinks, and new equipment.

Linda Roddy and Gary Dockswell of Greater Southern.



Quite a crowd!

Greater Southern Crew (from left): Jean McBride, Louise Nock, Rubin Piha, Patti Dartez, Patsy Medlin, and Marty Smith.

Greater Southern's David Capilouto with sons Jeffrey, Josh, and Eric.

Here's Greater Southern's Allison Brock and David Piha.

OPEN HOUSE

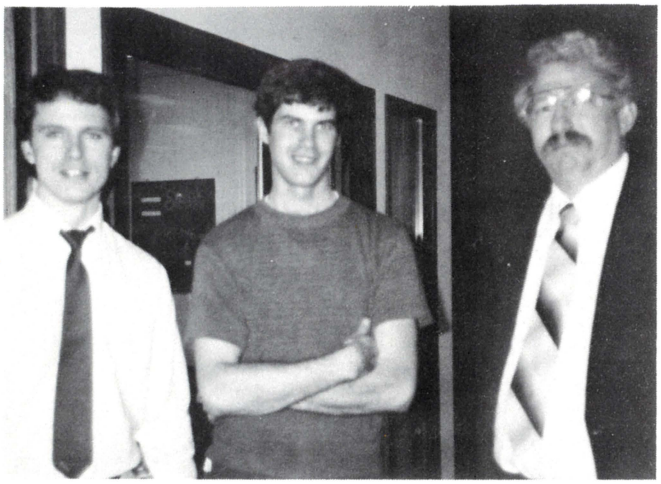
Music-Vend's big day

Music-Vend Distributing Co. in Seattle joined other distributors in hosting an open house after the AMOA show featuring the latest equipment and offering operators an opportunity to talk with manufacturer representatives. Music-Vend's Maureen Barrett took a break from her accounting position to cater a lavish buffet lunch. A Tina Turner impersonator and a dueling banjo duet featuring Ray Galante entertained the group. An array of door prizes were given out, and Dennis Sable of Leland handed out *Quarterback* T-shirts. Operators also went home with *Truck Stop* mugs, Sega pens, Atari pencils, and *Cyberball* playbooks.

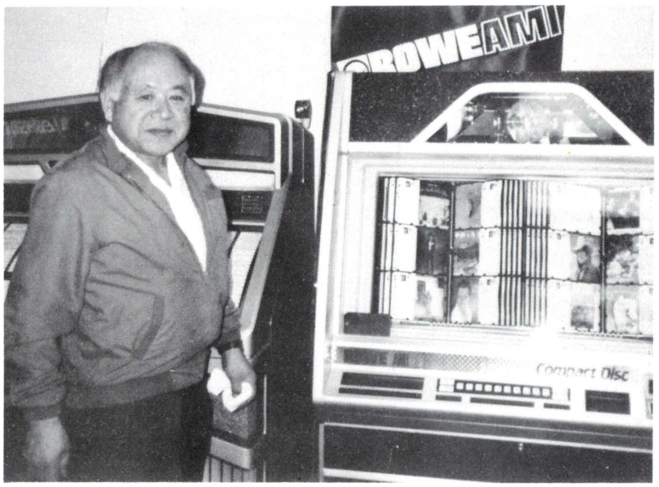
Mary Hermanson of Konami show's Tacoma Amusement's Steve Kelley *Devastators*.

Tom Cahill (left) of Williams with Clay Dubofsky of Specialty Entertainment.

Steve Kelley of Tacoma Amusement talks with SNK's Tracy Tate.



From left: Clay Dubofsky of Specialty Entertainment, Jim Bozanko, and Tom Cahill of Williams.



Ichiro Umino of Vendomat checks out the new Rowe compact disk jukebox.

Colorado Game Exchange: "Putting on the Ritz"

The Colorado Game Exchange in Denver decided to add dignity and decorum to its annual post-AMOA Open House on Nov. 11 and declared the event "black tie." Rich and Bev Babich, along with their family and staff, carried out the "ritzy" look with tuxedos and even had a cake decorated to match.

Fancy food, good fun, new games, multiple door prizes, and a warm friendly atmosphere prevailed. In the door prize drawing, the lucky winner of the grand prize was Johnny Knight of Skyline Vending, who took home a 25-inch console television.

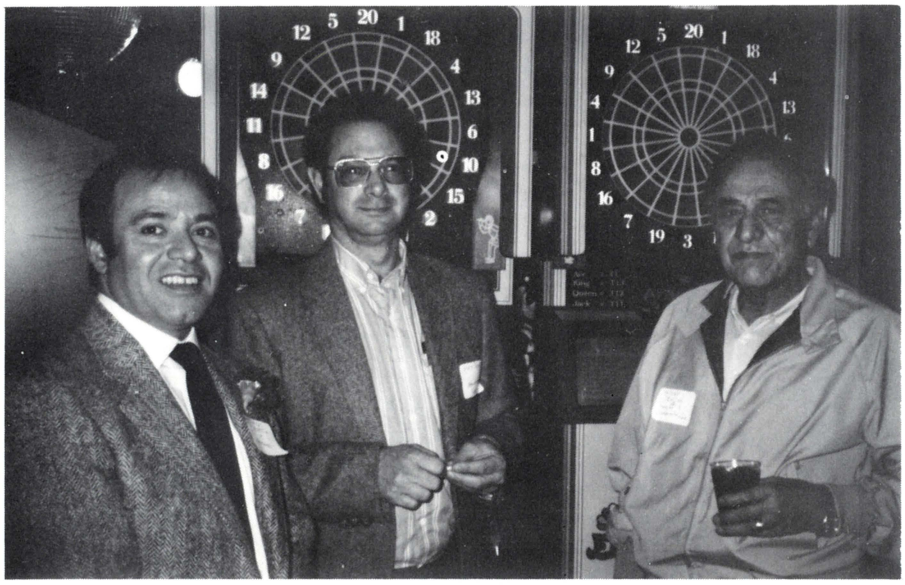
Brian Duke is really "on top" of his games, here pictured with (l to r): Gus and Sandy Pantelopoulos and Norm and Myndel Pozner of Amusement Vending.

Bev Babich (l) welcomes Foster Brashear and Gail Troute of Adastra as they set up the basketball game, *Hoops*.

Dynamo's Damon Paramore (l) and Michael Albertz of Preferred Video with the *Dynamo Pool Table*.

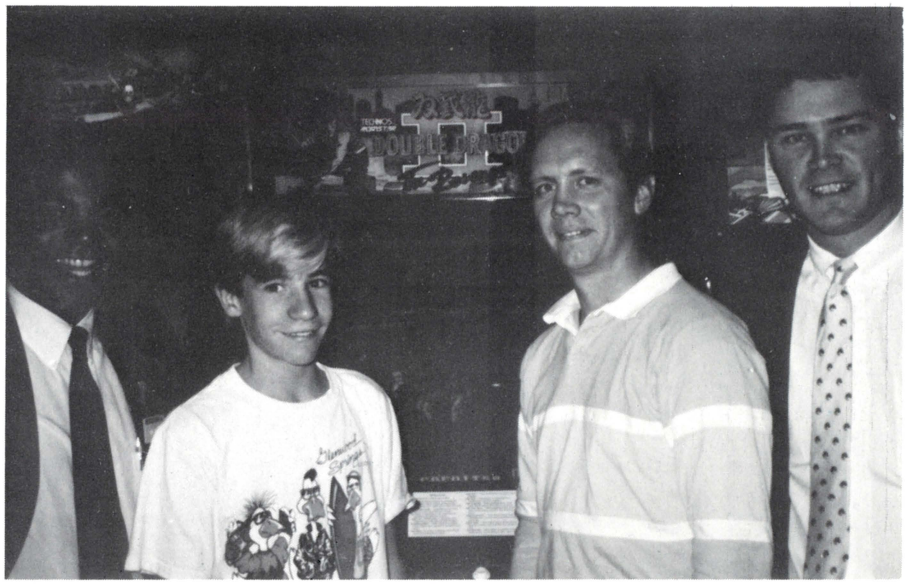
Greg McKay (l) and Ron Bolger (c) of Bally with Mitch Summer of Hustle of Colorado.

A "ritzy" crew, (l to r): Jim and Marcy Mason of High Country Games with daughter Courtney, Bev, Rich, and Chi Babich.

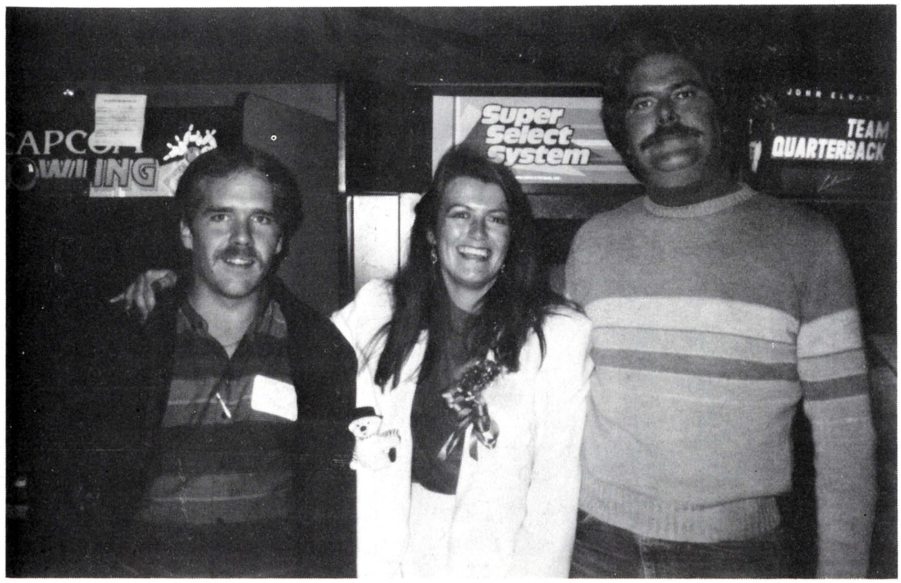


Arachnid's Marcio Bonilla (l) talks about darts with Norm Pozner of Amusement Vending (c) and Mike Iacino of MCM Games and Music.

Checking out *Double Dragon II—The Revenge* (l to r): Tim Jackson of Romstar, Chap Whitney and Kendall Summer of Hustle of Colorado, and Greg Rice of American Technos.

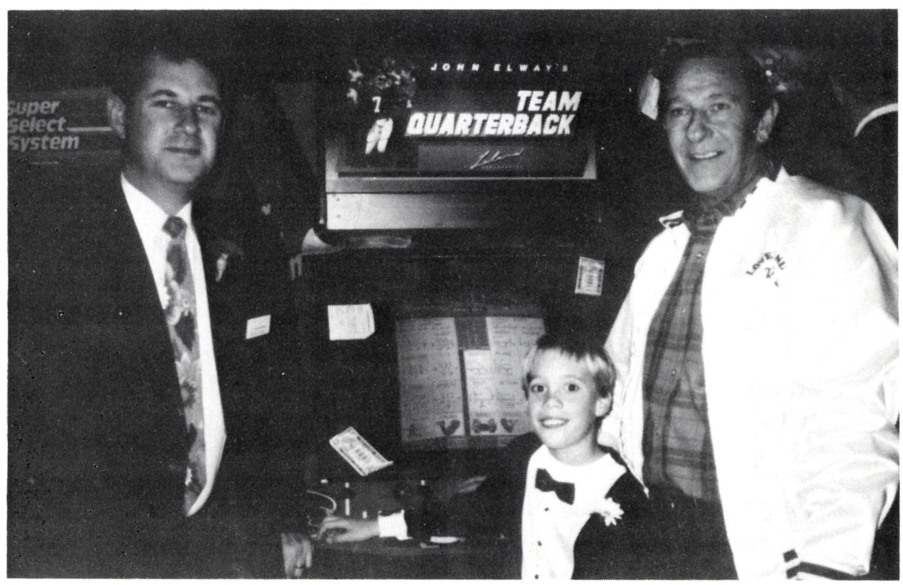


Frank Ballouz (r) of Fabtek and Troy Weingarten of Skyline Vending with *Cabal*.



Rachel Davies of Arcadia with Scott Davey of Apollo Stereo (l) and Larry Burchinal of Skyline Vending.

By *Team Quarterback* (l to r): Dennis Sable of Leland, Chi Babich, and John Bauer of Choice Music.



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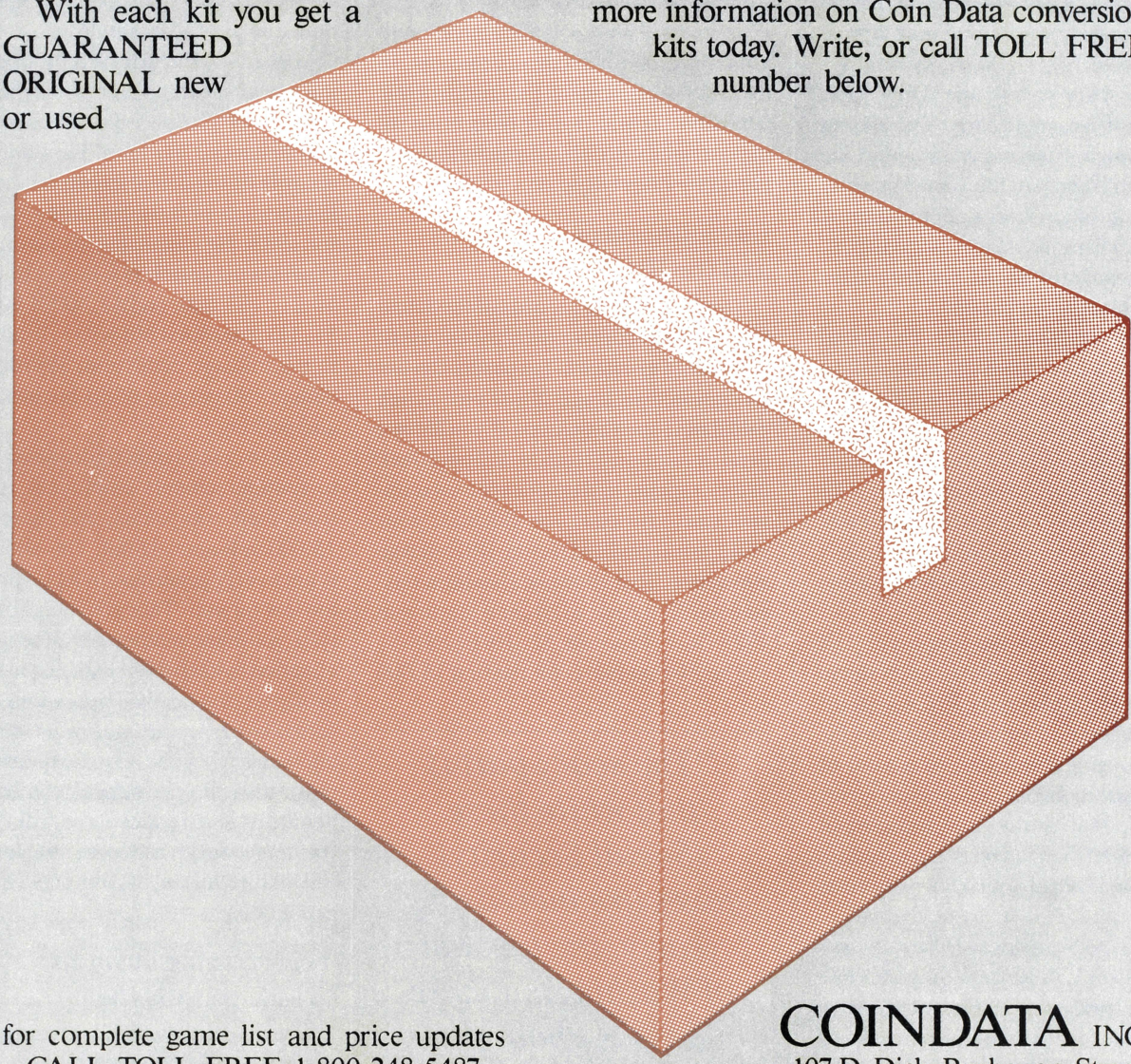

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Up, up and away! Social Security costs escalate

by Irving L. Blackman

It's not a bird, it's not a plane, it's the roaring Social Security costs. Employers and employees alike must shoulder the ever-increasing burden of keeping the Social Security tax (FICA) system flying. The scary part is that while these taxes are increasing yearly, the talk out of Washington these days is about the future bankruptcy of the Social Security system. In other words, the system is shelling out more than it is taking in, which means that Social Security taxes have no place to go but up.

Here are the facts for 1989. The Social Security wage base is boosted to $48,000—up from $45,000 in 1988. The employer's and employee's rate stays at 7.51 percent. What's the exact cost? Well, for each employee earning $48,000 or more, the extra burden will be $225.30 for the employer. And don't forget, the employee gets hit for the same amount.

This means that the employer and employee combined must cough up an additional $450.60 to the FICA system. Let's see, that's $3,604.80 each for the employer and employee, or a total of $7,209.60 for such employee per year. Compare that to the total top cost of $2,808 in 1979, and you begin to realize how out of control Social Security costs are.

Are you self-employed? The rate stays the same at 13.02 percent. But our 1989 Social Security (self-employment) tax on the new top-taxable earnings of $48,000—up from $5,859 for 1987—means you'll have to fork over $6,249.60. Outrageous!

Taxpayers won't get much relief on allowances for business use of a car, either; it's only up slightly. The IRS has made strides in its own behalf by making it more difficult to transfer business to your children for estate tax reasons. In the same vein, escaping the crunch of this inevitable tax with a gift-giving program in your family is viable if you follow certain guidelines. Read on.

Car allowances and the IRS

Tired of keeping records of the actual expenses you paid for the business use of your car? Take heart. Taxpayers can use an optional mileage allowance when calculating such expenses. If you choose to use the optional method, keeping track of gas, repairs, and other expenses is unnecessary. Instead, you calculate your mileage traveled and use the IRS mileage allowance. That allowance has been raised from 22.5 cents to 24 cents starting in 1988 (Rev. Proc. 88-52, 10/19/88).

The 24-cent rate is for the first 15,000 miles traveled. Any mileage above that is allowed 11 cents per mile. All you need to do is keep track of your business miles. Here's an example:

William Lowman travels by auto, selling machine parts. He is tired of keeping records of gas receipts, repairs, and maintenance. William does not keep records of his actual expenses; he only keeps track of business miles—27,300 for 1988. He calculates his automobile expenses deduction as follows: 15,000 X $0.21 = $3,600, and 12,300 X $0.11 = $1,353, for a total of $4,953. In addition to the mileage deduction, William can deduct 100 percent of his business tolls and parking.

The 24 cents a mile figure also applies to reimbursements employees receive from their companies, and there is no 15,000 mile annual limit. This allowance is not overly generous; in fact, it may be too low for you. Take advantage of it only if you have neither the time nor inclination to keep those expense receipts, or if past practice has proven that your actual expenses are not more than the allowance. If your actual expenses are more than the allowance, you have to decide if the reduced recordkeeping (mileage only) is worth the lost tax dollars resulting from the smaller deduction.

"The scary part is that while these (Social Security) taxes are increasing yearly, the talk out of Washington these days is about the future bankruptcy of the system."

Transferring business to kids gets tougher

Most successful, closely-held businesses were built with an eye on the bottom line. The tax enemy was the income tax. Little or no thought was given to transferring the business to the

children or how much the transfer could cost the family in estate tax. Well, the IRS has been thinking about it, and Tax Reform has given the IRS some new weapons.

The new law is designed to prevent you from freezing the value of your business for estate tax purposes. Recapitalizations (where you hold preferred stock, and future growth, which is in the common stock, is transferred to the kids) are outlawed by Tax Reform. For most business owners, this means getting the transfer job done by going back to basics—sale or gift of stock to the children.

A sale of all or a portion of the stock of a profitable family business to the children is an effective way of removing future growth from the seller's (assume father's) estate. But there is a price to pay: the father must pay tax on the capital gain, and the children need income to make non-deductible payments to the father.

A smart tax maneuver is to have the children make an election to operate as an S corporation as soon as the stock is purchased. This gives the children the business' profits as a cash-flow source to pay for the purchased stock. In addition, the interest paid by the children becomes fully deductible because they are purchasing the stock of an S corporation.

Often a gift of the stock by the father to his children is the most effective way of making the transfer. Substantial gifts can be made before running afoul of the gift tax. When the size (value) of the business or age of the father will not allow a gift-giving program to accomplish the full transfer, a combination plan is often used. This means that a portion of the business is sold a portion is gifted.

Taking the confusion out of gift-giving

When the owner of a closely-held business dies, the heirs can be faced with estate taxes of up to 55 percent. One easy way to reduce the estate tax is by starting a gift-giving program to your family. But there is much confusion concerning the basic rules.

"The system is shelling out more than it is taking in, which means that Social Security taxes have nowhere to go but up."

The first $10,000 (called the "annual exclusion") of gifts made each year by the donor (the person making the gift) to each donee (the person receiving the gift) can be a gift tax-free. To qualify for tax-free treatment, the gift must be a gift of a "present interest." A "future interest" blows the annual exclusion.

Example #1: Bob has three children, and every year he gives each child $10,000 in cash. These are gifts of a present interest (the kids can spend, save, or squander the money *now*), and Bob is entitled to the annual exclusion.

Example #2: The facts are the same as above, except the cash is given to a

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trustee with instructions to accumulate the income and give each child everything in the trust in five years (obviously, in the future as opposed to now). This is a future interest; there is no annual exclusion. All the gifts are subject to gift tax.

"Tax Reform has given the IRS some new weapons. The new law is designed to prevent you from freezing the value of your business for estate tax purposes."

Furthermore, a gift by one spouse can be treated for gift tax purposes as if it were made one-half by each spouse. This is called "gift splitting" and doubles the annual exclusion to $20,000.

Example #3: Jimmy gives $20,000 to his son Billy. If Jimmy is single, he must pay a gift tax on the second $10,000. But Jimmy and his wife Rosalind elect to treat the gift as having been made one-half by each of them. This is treated as if Jimmy and Rosalind each made a separate $10,000 gift to Billy. Both gifts are entitled to the $10,000 annual exclusion.

Now here are the three most common questions, together with the answers.

1. *Must I pay the gift tax in cash?* No. You can make up to $60,000 in lifetime gifts (all the gifts you make during your life, in excess of the $10,000 annual exclusion(s) are added together) that can be paid with a special credit created by law. If you are married, double the figures.

2. *What can I give away?* Anything you own—the family business, bonds, real estate, an interest in a partnership, etc. The amount of the gift is based on the fair market value of the property on the date of the gift. Your cost is immaterial.

"One easy way to reduce the estate tax is by starting a gift giving program in your family."

3. *Can I deduct the gift?* No, no, no—in spite of what you may hear elsewhere. Nor is the gift income to the recipient.

Gift-giving is a superb tax-planning tool; use it. But to maximize your tax savings, it should be coordinated with an overall lifetime tax plan and a separate estate plan. See a professional advisor.

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TOP TEN

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Hot 100

TITLE	ARTIST Label & Number/Distributing Label
1. Look Away	Chicago Reprise 7-27766
2. Every Rose Has Its Thorn	Poison Enigma 44203/Capitol
3. Giving You The Best That I Got	Anita Baker Elektra 7-69371
4. My Prerogative	Bobby Brown MCA 53383
5. Waiting For A Star To Fall	Boy Meets Girl RCA 8691
6. Baby I Love Your Way/Freebird Medley	Will To Power Epic 34-08034/E.P.A.
7. I Don't Want Your Love	Duran Duran Capitol 44237
8. How Can I Fall?	Breathe A&M 1224
9. Welcome To The Jungle	Guns N' Roses Geffen 7-27759
10. Walk On Water	Eddie Money Columbia 38-08060

Country

TITLE	ARTIST Label & Number/Distributing Label
1. A Tender Lie	Restless Heart RCA 8714-7
2. When You Say Nothing At All	Keith Whitley RCA 8637-7
3. Love Helps Those	Paul Overstreet MTM 72113
4. Hold Me	K.T. Oslin RCA 8725-7
5. Change Of Heart	The Judds RCA/Curb 8715-7/RCA
6. Mama Knows	Shenandoah Columbia 38-08042/CBS
7. We Must Be Doing Something Right	Eddie Rabbit RCA 8716-7
8. She's Crazy For Leaving	Rodney Crowell Columbia 38-08080/CBS
9. Long Shot	Baillie And The Boys RCA 8631-7
10. Blue Side Of Town	Patty Loveless MCA 53418

Adult Contemporary

TITLE	ARTIST Label & Number/Distributing Label
1. Waiting For A Star To Fall	Boy Meets Girl RCA 8691
2. Baby I Love Your Way/Freebird Medley	Will To Power Epic 34-08034
3. Two Hearts	Phil Collins Atlantic 7-88980
4. Giving You The Best That I Got	Anita Baker Elektra 7-69371
5. Silhouette	Kenny G Arista 1-9751
6. Look Away	Chicago Reprise 7-27766
7. Turn Back The Clock	Johnny Hates Jazz Virgin 7-99308
8. How Can I Fall?	Breathe A&M 1224
9. Kissing A Fool	George Michael Columbia 38-08050
10. I Remember Holding You	Boy's Club MCA 53430

Pop/Rock Albums

TITLE	ARTIST Label & Number/Distributing Label
1. Rattle And Hum	U2 Island 91003/Atlantic
2. Giving You The Best That I Got	Anita Baker Elektra 60827
3. Cocktail	Soundtrack Elektra 60806
4. Appetite For Destruction	Guns N' Roses Geffen GHS 24148
5. New Jersey	Bon Jovi Mercury 836 345 1/Polygram
6. Hysteria	Def Leppard Mercury 830 675 1/Polygram
7. Don't Be Cruel	Bobby Brown MCA 42185
8. Traveling Wilburys	Traveling Wilburys Wilbury 25796/Warner Bros.
9. Silhouette	Kenny G Arista AL 8457
10. Open Up And Say . . . Ahh!	Poison Enigma C1-48493/Capitol

Field Service Bulletin

SNK Corp. of America's Technical Service Dept. has received a number of calls regarding *Prisoners of War* intermittently not giving a credit when a coin is inserted. The problem does not seem to be caused by the same component in every case, and we have not been able to duplicate the problem in-house. Several customers have been able to eliminate the problem by performing one of the following:

1. Adjust the coin switch actuator wire. In some cases the problem can be solved by adjusting the wire up slightly.

2. Replace the coin switch. Several operators have successfully eliminated the problem simply by replacing the microswitch.

3. Install a capacitor across the coin switch. This will eliminate the problem in every case and not harm the game. We have heard that using any value between 1uf and 10uf electrolytic (at least 10vdc) will eliminate the problem. This component is polarized, so be certain that the (-) lead is connected to the common (ground) terminal of the microswitch.

PCB modifications

SNK wants to inform field service personnel of a modification to the *Prisoners of War* printed circuit board (PCB). The modifications to the PCB consist of adding two or three resistors onto the PCB to ensure proper operation. This corrects the following symptoms:

- An intermittent lock-up during attract mode and game-play mode.
- The game switches to game-play mode while in attract mode.
- Pressing "start" to continue the current game deducts credits and does not start the game.
- The "punch and kick" sounds go away during game play.

If your game experiences these symptoms, please check and/or add the following modifications to the *Prisoners of War* PCB:

1. Add a 1K ohm1/4 watt resistor from pin 25 to pin 28 of HM6264 Ram at location 12K. If this resistor is already installed, check the quality of the soldering, as this may have a bad solder connection. (Note: If 12K is mounted in a socket, the resistor may be in a different location. Check to see if it is at 18K (74LS157), soldered from pin 6 to pin 16.

2. Add a 1K ohm1/4 watt resistor from pin 6 to pin 16 of 74LS157 at location 15R. If this resistor is already installed, check the quality of soldering, as this may have a bad solder connection.

2a. If the 74LS157 at location 15R was produced by Motorola (as identified by the "M" logo on the device), add another 1K ohm1/4 watt resistor from pin 10 to pin 16.

(Note: Please check the access time rating of the Main Program EPROMS, DG1 and DG2. These EPROMS must be 250 nsec (or faster) devices. The access time rating can be determined by the suffix listed on the device. Refer to the list below for suitable devices. If your PCB has ROMs that are not listed below, or

have greater than -25 suffixes, please contact SNK's Customer Service Dept. to get further information or replacement ROMs.)

- Mitsubishi M5M27C100P (One Time Programmable, no window)
- NEC D27C1000A-25 (-10, -15, 17, and -20 OK)
- Hitachi HN27C301G-25 (-10, -15, 17, dand -20 OK)

Two different versions

There are two versions of the *Prisoners of War* PCB set. The first version stored all of its graphics memory on four 4 Megabit mask ROMs, located on the Main PCB. The second utilized an additional memory Sub PCB-mounted piggy-back onto the Main PCB, containing sixteen 1 Megabit ROMs. This was a result of the continuing chip shortage, which is currently affecting all of the electronics industries. There is no difference in game play or video images between the two versions.

There have been several instances where the Sub PCB has worked loose from its connections during rough shipment of the game. This causes the game graphics to appear on the screen as large blocks of solid colors. Simply re-seating the Sub PCB will correct this problem. To do this, gently push it down onto its connectors until it is firmly connected to the Main PCB. After the Sub PCB is re-seated, you should not have a problem with the PCB working loose on location or during normal game rotation.

If you have any questions regarding *Prisoners of War*, the modifications discussed, or any game adjustments, contact SNK's Customer Service Dept. on Monday through Friday, between 8 a.m. and 5 p.m. Pacific time. The phone number is (408) 736-8844.

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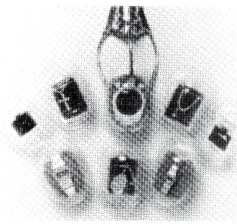

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The process of troubleshooting

by Randy Fromm

"Troubleshooting" refers to the procedure of determining which of the modules in the video game have failed and, if possible, which of the components in that module are the cause of the failure. The troubleshooting procedures that I use work for all games and all manufacturers. Performed properly, these troubleshooting procedures will lead you to the cause of a failure in a minimum amount of time.

One thing that will help minimize the amount of time troubleshooting is to make certain that you do not waste time testing things that cannot possibly be the cause of the problem. Very often, a few minutes of thought or a simple test or two can completely eliminate some of the sub-assemblies as possible causes of a failure.

A blank screen

The most common symptom of a video game failure is a blank screen. There are a few things that can cause this. The monitor might be bad, the computer might be down, or perhaps the power supply that powers the computer has failed. It is certainly a waste of time to troubleshoot the monitor, only to discover that the problem actually lies elsewhere. When I begin working on a video game with a blank screen, the first thing I do (after verifying that it's plugged in and turned on, of course) is to try "coining" the game. That is, I run a coin or token through the coin mech. Then I press the start button and listen for game sounds.

If I don't hear any of the sounds, I will not begin working on the monitor. Obviously, if I cannot hear any of the sounds or see a display on the CRT, my problem is not in the monitor. The problem must lie in the computer or the power supply that powers it. The screen is blank because the computer system isn't sending out the signals that are required to create a display (video, sync, etc.). Once I have narrowed the problem down to the computer or the power supply, I begin a step-by-step testing procedure that lets me narrow down the cause of the failure.

The first step is to turn the power off and check all of the fuses for the game itself. Naturally, I do not check the fuses in the monitor since I have already eliminated the monitor as a possible cause of the problem. Remember, I don't waste time testing things that cannot possibly be bad! The fuses are tested with the meter. *Never simply look at a fuse to determine if it is good.* Quite often a fuse will appear to be good but will actually be blown.

Of course, if a fuse is blackened or the fuse element inside is broken or missing, you can call it bad. But visual inspection should not be used to verify that a fuse is good. There is a great deal of difference between determining that a component is definitely bad or definitely good.

If a fuse is blown, I refer to the schematic to see what might have caused the fuse to blow. Almost without exception, a blown fuse is caused by shorted diodes in a power supply. *Always check for shorted diodes before replacing a blown fuse!* Arbitrary replacement of blown fuses can cause additional damage to the system, not to mention that fuses are relatively expensive. Replacing blown fuses, only to watch the new fuses blow when the game is turned on, is foolish and wasteful.

If the fuses test okay, the next step is to check the power supply or supplies. Test all of them for proper voltage. The schematic diagram will tell you where to test them. It is best to test the supplies at the computer board itself (where the current ends up) rather than at the power supply. This way, you are testing not only the power supplies but also the wiring and the connectors between the two.

Quite often, a novice technician will test for voltages at the power supply itself and, finding the voltages to be normal, remove the computer for repair. He may find, however, that the problem was actually caused by a break in the wire that carries the current from the power supply to the computer.

If all of the power supply voltages test okay, and yet the game doesn't work at all, the problem is more than likely a failure of the computer system itself. Although there are many technicians that repair their own computer boards, most computer repair is left up to the "distributor" from whom the game was originally purchased or repair companies that specialize in this type of repair.

Most distributors use an "exchange" system whereby a good board is exchanged for the defective unit. The bad computer board is later repaired and returned to stock. A flat "exchange" fee is usually charged for this service. This system allows the game to remain in operation without having to wait for the computer to be repaired.

"Garbage" on the screen

Before a defective computer board is pulled for service, there are a few "last ditch" procedures that you can try that may get the system operational again. One is to remove the socketed ICs, clean the pins with a pencil eraser, and carefully replace them in the sockets. Quite often, the leads themselves become tarnished and dirty; this causes bad connections between the sockets and the leads of the integrated circuits.

This method seems to be especially effective when the complaint is "garbage" on the screen: a display filled with bizarre, jumbled bits of letters, numbers, and other graphics. A bad computer system will often manifest itself this way. Of course, the game program doesn't run at this point!

While you have the pencil eraser handy, it's a good idea to use it to clean the "edge connector" of the printed circuit board. The connector also gets dirty, preventing proper contact. This is especially effective when the problem is related to a player control or controls that

seem to work intermittently or not at all.

It is not at all unusual for a defective integrated circuit to get quite hot to the touch. Once I have determined that the computer is the cause of the problem, I will try feeling all of the ICs. I just lay my hands on the board and, with the power turned on, feel each integrated circuit. Some ICs will normally run fairly hot, but an integrated circuit that is too hot to touch is definitely bad! Try feeling the ICs on a good, working system to get an idea of normal operating temperatures. Replacing the hot IC will often be all that's needed to get the system working again.

Many, in fact most, video games also include a "self-test" feature. It's initiated by a self-test switch that is usually located just inside the coin door of the game. The self-test will test the ROMs and RAMs in the computer and isolate any defective ones. Unfortunately, the computer must be working to a certain degree to run this test, so it's not always effective. If the self-test does work, however, it can isolate defective components that you would not be able to otherwise locate.

Inspection

One simple procedure that you should always use when working on any part of a video game is "visual inspection." Whenever I work on a game, I always spend a few minutes simply looking at things. I look for the obvious, like burned parts and integrated circuits that have their tops blown off (it happens sometimes!).

I also look for bad solder joints, ones that are cracked or fractured. Bad solder joints are especially common where a connector jack is soldered to a printed circuit board. As the connectors are removed and replaced during the course of servicing the game, the solder that holds the connector pins to the printed circuit board will often crack, causing a bad connection. As a preventative measure, I resolder any questionable joints that I see. A small magnifying glass (about 8X) is extremely helpful for locating bad solder joints.

Thermally intermittent failures

Last, but certainly not least, here is a repair "trick" that's worth its weight in gold. Many computer failures are heat-related. The game will work fine when it is first turned on in the morning, but after warming up the computer fails to operate. The symptoms of the failure will vary, of course, with the defective component. This type of failure is "thermally intermittent," and regardless of how advanced or complex the computer system might be, you can locate the defective integrated circuit with just two tools: a hair dryer and a can of Freon.

With the game turned on, use the hair dryer on the "high" setting to heat the ICs on the CPU board. Start with the socketed ICs: the ROMs and RAMs. Practical experience has shown that most thermally intermittent CPU failures are caused by the memory devices. Don't be afraid to get them good and hot. You cannot damage an IC with the heat of a normal, home use-type hairdryer. When you heat the bad IC, the failure will occur. This will often lead you to the general area of the failure, but to pinpoint the bad IC you use the can of Freon.

Commonly known as "freeze-mist" or "freeze-it" or a host of Arctic-sounding names, the Freon is available at all electronic retail outlets. The nozzle comes with a tube that allows you to pinpoint the spray on a single IC. And that's just what you do! Once you have induced the failure by heating the integrated circuits on the CPU, carefully spray them one at a time with the Freon, which instantly cools the integrated circuit.

If the defective IC works properly when it's cold, the game will suddenly begin to work when it is hit with the cold Freon spray. In order to make absolutely sure that you have isolated the bad IC, try heating and freezing it a few times. Each time you heat it with the hair dryer, it should fail. Freezing the IC should cause the computer to regain consciousness.

Of course, freezing the IC is only a way to locate it; it does not fix it. The defective IC must be replaced. However, this method works for any electronic failure that is thermally intermittent. The success rate is 100 percent.

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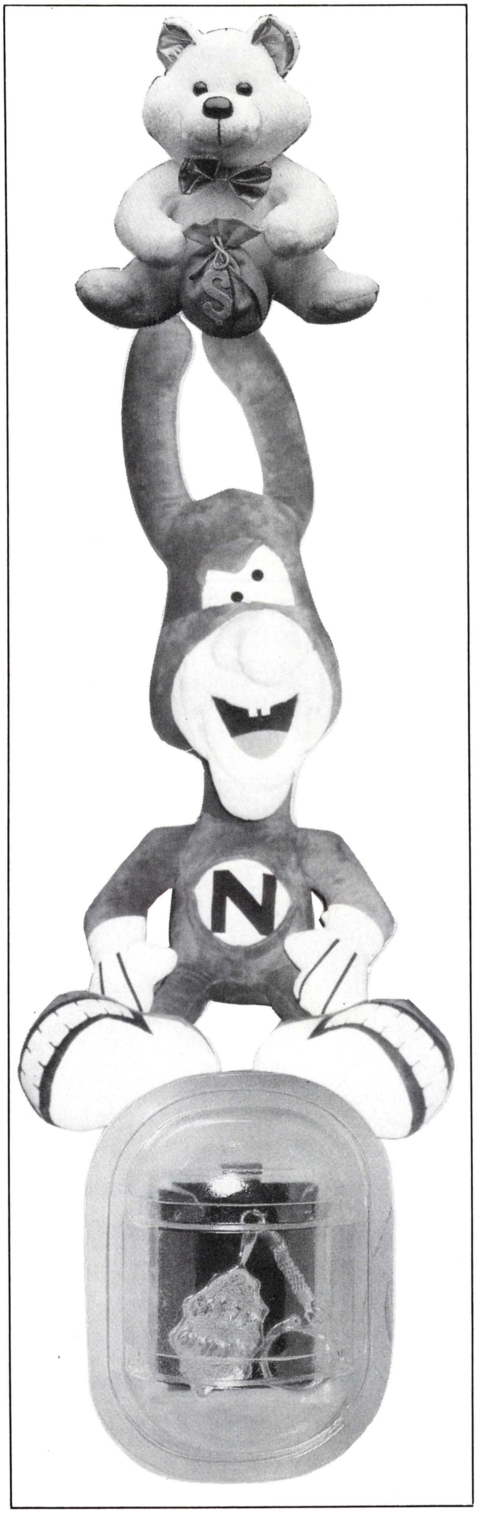
Colorize cranes this winter

by Bonnie Theard



Colorization of old black and white classic movies might be controversial, but colorizing cranes is a must to retain player appeal. While the weather outside may appear dreary and bleak, customers passing your cranes can be dazzled by new, fetching prizes like the ones featured this month.

Money Bag Bear from Nanco is quite a happy fellow with his shimmering green bow tie and ears as he holds on to a golden bag. He could spell a golden opportunity for operators looking for a variation on the already popular teddy bear. Available in nine sizes from 7-inch to 42-inch, he is suitable for cranes in the small size or trade-up programs in the larger sizes. Prices range from $13.20 per dozen for the 7-inch size (#10-002) in lots of 12 dozen, and $27.50 each for the large 42-inch size (#90-002). Contact Nanco Inc., Amusement Division, 2 Willow St., Chelsea, MA 02150 (800) 626-2947 or (617) 884-1700.

The Noid, that feared follower of pizza deliverers, has made it to the world of plush. Acme Premium makes him available now in all his self-proclaimed glory, in red and white, with that famous silly grin. He comes in quite a range of sizes, starting with the 8- and 10-inch crane size. Also available are 15-, 18-, 25-, and 40-inch sizes, plus a whopping 72-inch size. Contact Acme Premium Supply Corp., 4100 Forest Park, St. Louis, MO 63108; (800) 325-7888 or (314) 531-8880.

Party Animal Keychains and Pendants in both silver- and gold-tone will add a touch of sparkle to your games, especially enclosed in the Bonita Marie new-and-improved plastic capsule that's specifically designed for cranes. Pricing is $18 per dozen of the keychains or pendants. Capsules may be purchased separately for use with other items of appropriate size. Contact Bonita Marie International, 1555 RTE, 37 West, Toms River, NJ 08755; (800) 272-6375 or (201) 349-1994.

(Editor's Note: Remember, all suppliers of plush, toys, and jewelry are invited to send in their latest or most popular item of the month for inclusion in this column. Send a picture or the object itself and we'll take a photo. The deadline is the first of the month prior to an issue; for example, send in by February 1 for the March issue.)

1889

JUKE BOX 100th ANNIVERSARY

1989

AMOA KICKS OFF THE 100TH ANNIVERSARY OF THE JUKEBOX WITH A BANG YOU'LL HEAR ALL YEAR LONG!

A special thanks to these performers for appearing at AMOA's 1988 Awards Show...

The Tokens

Baillie & the Boys

Guy Mitchell

Holly Dunn

...And congratulations to these 1988 "Jukebox Award" winners...

Jukebox Pop Record of the Year
"I've Had the Time of My Life"
Bill Medley & Jennifer Warnes
RCA

Jukebox Country Record of the Year
"Tennessee Flat Top Box"
Roseanne Cash
CBS Records

Jukebox R&B Record of the Year
"Pink Cadillac"
Natalie Cole
EMI-Manhattan Records

Jukebox Rising Star Award—Male
(Tie)
Ricky Van Shelton, CBS
& Rick Astley, RCA

Jukebox Rising Star Award—Female
K.T. Oslin, RCA

Jukebox Rising Star Award—Group
Guns n' Roses, Geffen Records

Boy Meets Girl

Bobby Bare

Chubby Checker

Awards Show emcee:
Eddie Cash

Produced by Sam Atchley in association with Kevin Olsen of Corporate Productions for the Amusement & Music Operators Association

AMOA
Amusement & Music Operators Association

111 E. Wacker Drive
Chicago, IL 60601
312/644-6610 Fax 312/565-4658

The Legend of Makai

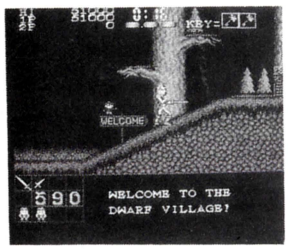
Jaleco spins a tale of good and evil, rescue and daring, with its new video kit, *The Legend of Makai*, for horizontal monitors.

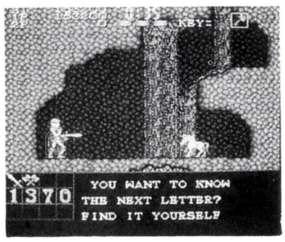
There are multi-levels of excitement in the game, which challenges players to break an evil spell and kill the Wizard by gaining the secret letters that spell out his demise. There are secret keys in the upper right hand corners of the screen in many scenes.

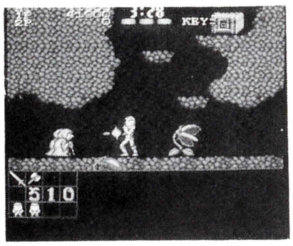
Snakes, dragons, and dwarf-like cave creatures populate the world our hero inhabits. He must travel through a village and over waterfalls in his quest to destroy the Wizard and his spell.

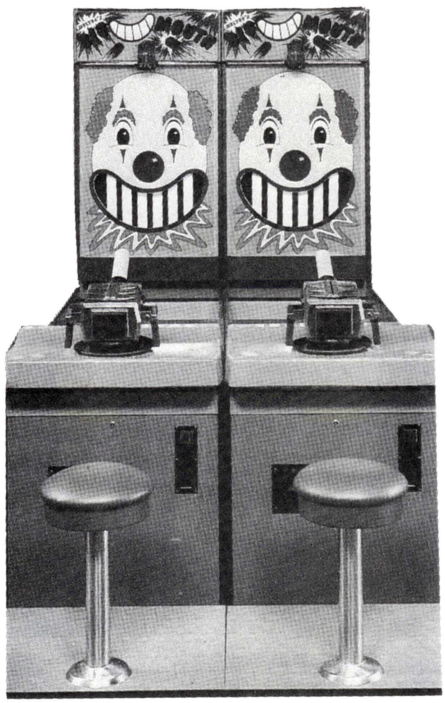
The game continue feature allows players to extend play by adding more coins. An endless arsenal of weapons, especially a trusty sword, are his best defense. These weapons allow him, along with quick reflexes and quick wits, to meet the challenge.

For more information, or distributor referral, write Jaleco USA, Inc., 5617 W. Howard St., Niles, IL 60648; (312) 647-7077.









Big Mouth

Meltec has developed a novelty game, *Big Mouth*, that asks players to knock out a big clown's teeth to win prizes.

Features include 280 microprocessor-based electronics, automatic teeth reset, unbreakable Lexan clown, and stylized heavy duty aluminum castings.

There are several adjustable features for the number of balls, coinage, and ticket dispensing levels. A special ticket reward is given for a perfect game.

Big Mouth is simple to maintain, and appeals to all age levels. It can be obtained in a one station or two station package, complete with air compressor and automatic ticket dispensers. Four and five unit sizes are also available. The game joins Meltec's other novelty pieces of a similar nature: *Knock Down* and *Boom Ball*.

For more information, or distributor referral, write Meltec, Inc., 1550B Las Plumas Ave., San Jose, CA 95133; (800) 356-4777 or in California (408) 923-1302.

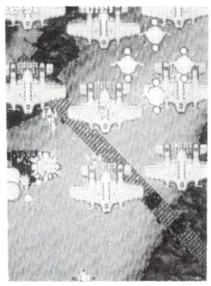
Scramble Spirits

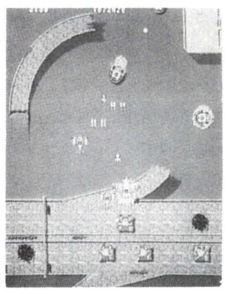
Sega debuts a new one-or two-player video, *Scramble Spirits*, the second game using the System 24 Floppy disc memory download.

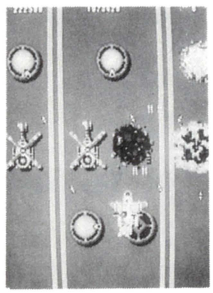
The game takes players into the 21st century in vintage fighter planes where they must battle against swarms of enemy attack craft and mega-sized carrier ships. Players are bound to be ace attackers after they accomplish all six flight missions and five bonus stages.

Controls include an eight-way joystick that gives players extra mobility to dodge enemy fire and gain offensive positions. Players attack with fire buttons and, after retrieving module helicopters, can power-up to gain more firing capability. Players can switch support craft fire from air-to-ground or deploy them on seek-and-destroy missions. Game action and graphics occur on a 25-inch monitor.

For more information, or distributor referral, write Sega Enterprises, Inc. USA, 2149 Paragon Drive, San Jose, CA 95161; (408) 435-0201.







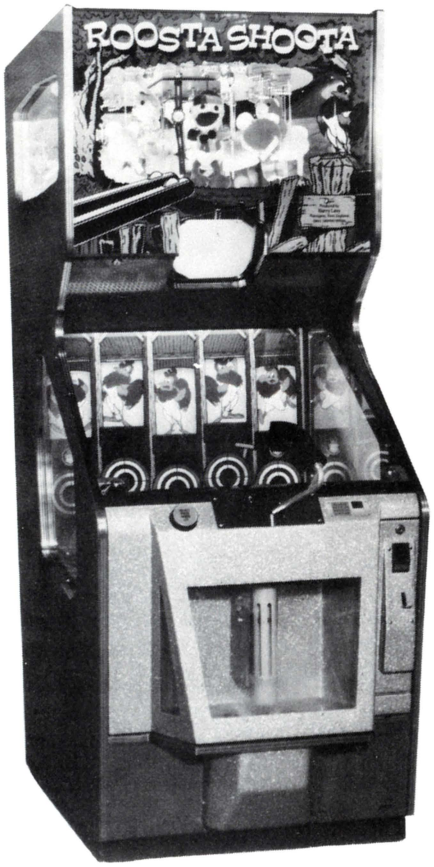
Roosta Shoota

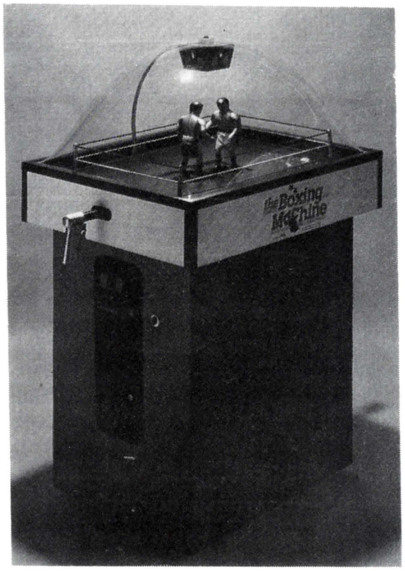
Coastal Amusement Distributors debuts *Roosta Shoota*, a redemption/shooting game that rewards high scoring with the opportunity to select a prize.

Roosta Shoota challenges players to shoot balls through targets topped by pictures of the barnyard kingpin, the rooster. The playfield is brightly lighted for easy viewing. When a player scores 20 hits, he or she can then select a prize from a rotating carousel of choices in the top section of the game.

The cabinet is constructed of plywood with a formica finish. Clear plexiglass viewing panels at top and bottom make it easy to see the targets and the prizes. The length of time allowed for play can be adjusted. Dimensions are approximately 32 inches wide, 38 inches deep, and 72 inches high.

For more information, write Coastal Amusement Distributors, 601 Prospect St., Lakewood, NJ 08701; (201) 681-8900.





The Boxing Machine

Profitable Games introduces a skill boxing game for two players with *The Boxing Machine*, a compact, dome-covered boxing theme game suitable for all locations.

Features include adjustable pricing, adjustable rounds, ringside sound effects, a Lexan dome that stands up to on-location wear-and-tear, and an electronic scoreboard. The game is easy to learn and appeals to all age levels. Pricing affords a fast return on investment.

In addition, there is an over/under coin door. The game cabinet measures 29 inches wide by 40 inches long. Cabinet colors are red, white, and blue. Handles are large and sturdy with a gun-grip design.

For more information, or distributor referral, write Profitable Games, Inc., 865 W. North Ave., Chicago, Il 60622; (312) 943-1017.

Pop-A-Ball

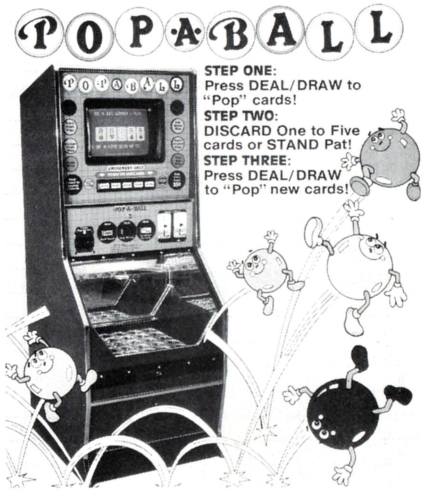
SMS Manufacturing has developed the novelty/redemption game, *Pop-A-Ball*, that combines *amusement only* video poker with a bouncing ball that "pops" cards onto the 13-inch monitor above.

In Step One, players press deal/draw to "pop" cards. In Step Two, they discard one to five cards or stand pat. In Step Three, players press deal/draw to "pop" new cards.

The cabinet is bright red with blue, yellow, and green on the front panel. There are double coin mechanisms and a ticket dispenser. Operators can choose point values of the tickets. Players can use one to four coins at a time. There's also a cancel button for players to push and recover their discards.

Balls are mechanically-propelled onto a playfield of holes with differing card valuations. Winning hands can be from three to five of a kind, two pair, royal or straight flush, and full house. Machine measurements are 26 inches wide, 30 inches deep, and 69 inches high.

For more information, or distributor referral, write SMS Manufacturing, 601 Prospect St., Lakewood, NJ 08701; (800) 221-0138, or in New Jersey (201) 370-3030.



Touchdown Football, Pro Golf, Billi Puck

Intermark Amusements adds to its line of sport-themed games with new additions of football, golf, and a table game. These join the company's *Competition Basketball* and *Tournament Master* coin-op table tennis.

Touchdown Football is a game that uses passing and reflex skills to gain yardage for points. A moving message sign continuously updates players on remaining time and yards required to make a first down.

Features include adjustable price and time settings, dual coin mechs with mechanical counter for coin-in record, super large capacity coinbox, pre-wiring for ticket dispenser, and state-of-the-art electronic ball sensors unaffected by dirt or lighting changes.

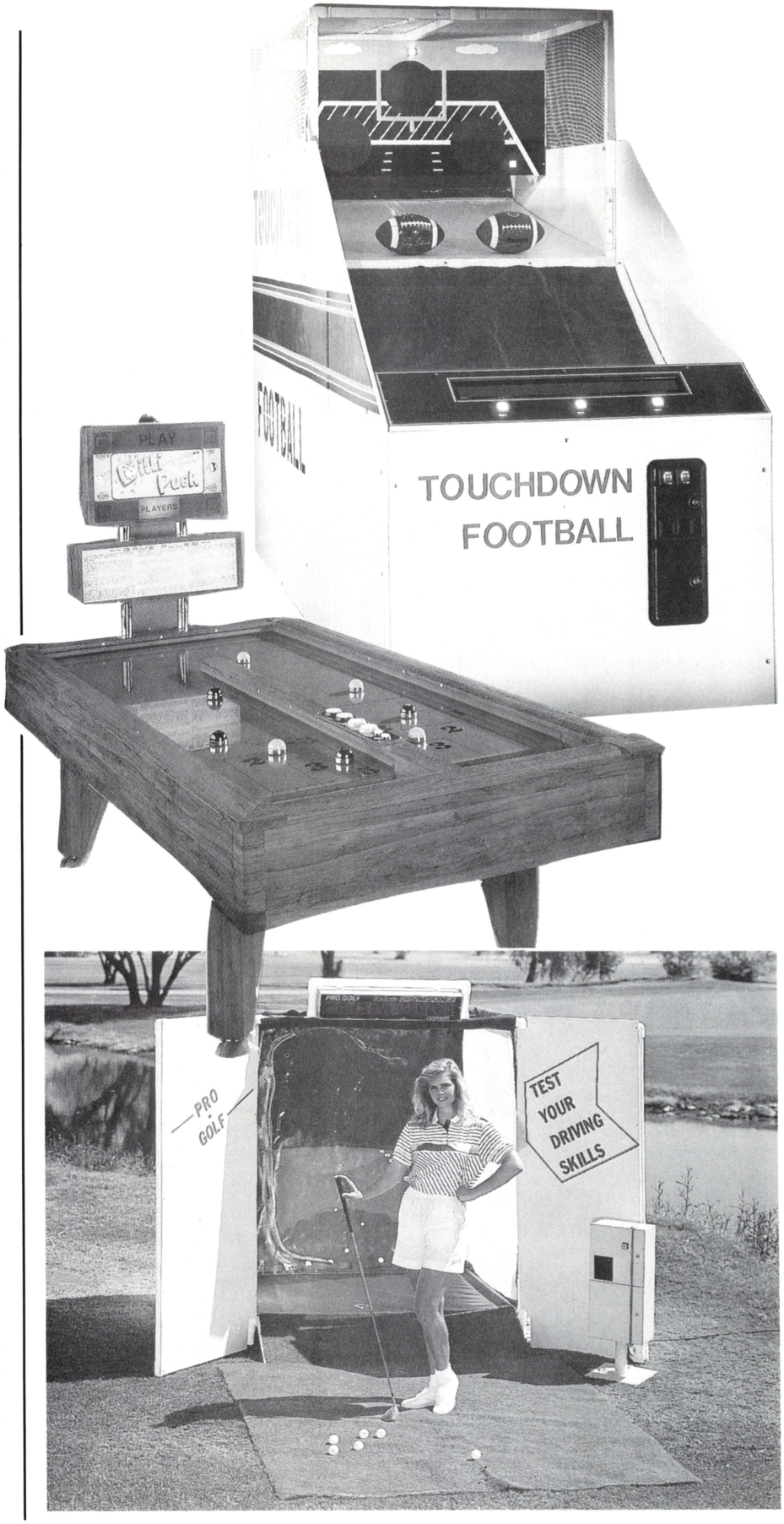
Pro Golf is the coin-op answer for golfing practice and training. Microwave sensors measure the speed and yardage obtained with each stroke. A bright message sign displays the accuracy of each shot and provides an overall average of the player's performance at game's end.

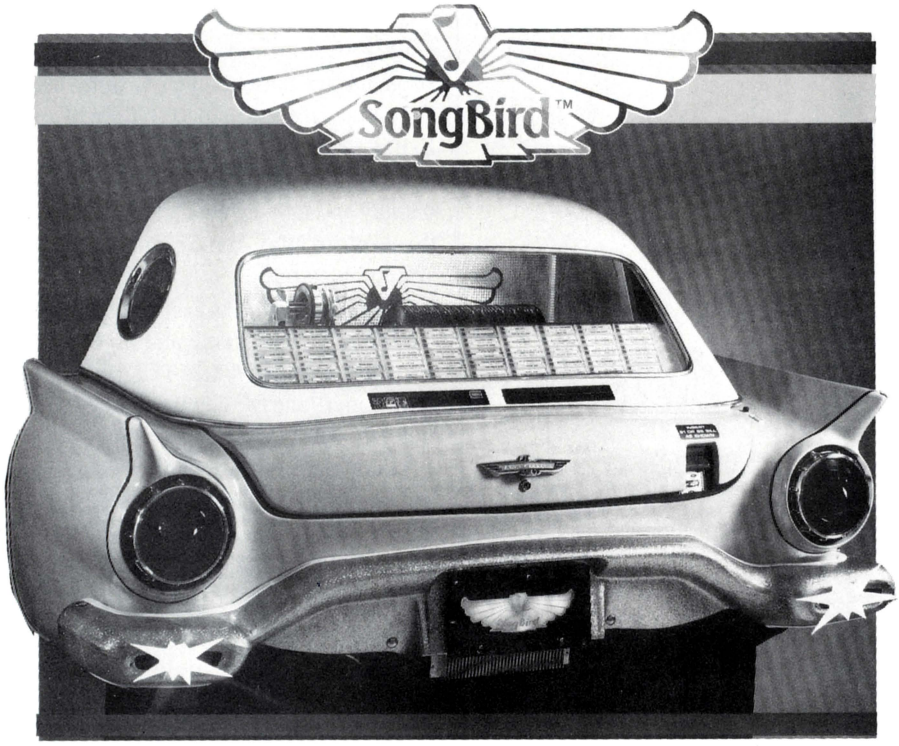
Features include a high-security coinbox of 10-gauge steel with lock bar, components designed for indoor-outdoor use, and 100 percent nylon netting materials with PVC construction for lightweight durability. The game accepts $1 and $5 bills with 400 stacker standard.

Billi Puck combines the strategies used in shuffleboard with the shot-making skills required for billiards with a table game that measures 51 inches wide, 101 inches deep, and 30 inches high.

Features include adjustable price and time settings, tamper-proof gate pin assembly, solid state electronics, and revolutionary puck design for smooth play. In addition, there are Coinco coin mechanisms, push-button scoring, and a durable plexiglass playing surface.

For more information, or distributor referral, write Intermark Amusements, Inc., 7898 E. Acoma Drive, #104, Scottsdale, AZ 85260; (602) 948-7707.





SongBird

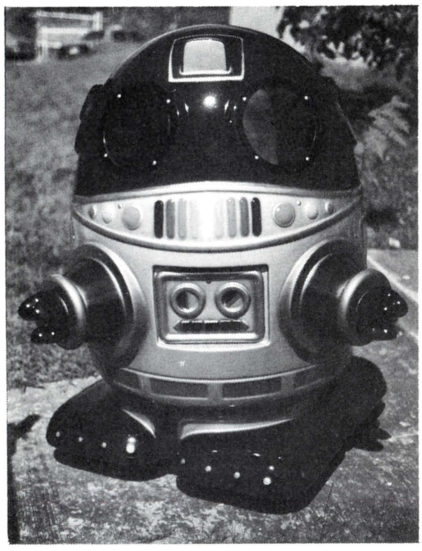
The ultimate nostalgia trip has been accomplished for the ear and eye with the unique jukebox, *SongBird*, from NSM Loewen America. This 160 selection unit for 45s is housed in a customized tail section that duplicates the famous '57 T-Bird.

Constructed of double-woven fiberglass, the *SongBird* is built to last, has color moulded in the gel coat, and a locking hatchback that opens for full access to the record magazine and components.

Features include the NSM/Lions Magnum Stereo sound system, digital displays and selection, microprocessor controls, control center with integrated two channel by 100 watt amplification, and illuminated mechanism display area.

Options and accessories include $1/$5 bill acceptor, two-tone finish, and custom license plate. Color choices are 50s favorites: turquoise, baby pink, robin's egg blue, red, and white.

For more information, or distributor referral, write NSM/Loewen America, 5207 N. Rose St., Chicago, IL 60656; (312) 992-2280.



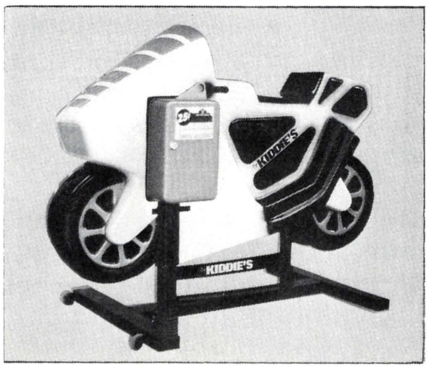
Space Robot, Ninja Cycle

Kiddie's of Florida has developed the *Space Robot* novelty piece and the *Ninja Cycle* motorcycle kiddie ride.

The *Space Robot* comes in bright red with an electronic sound system and emits far-out space sounds. It is designed for use in shopping malls as an attractive novelty and can be utilized in other locations.

The *Ninja Cycle* offers realistic sound effects, motor-gear box direct drive, and a limited one-year warranty. The body of the ride is mostly white, with touches of red and yellow. All Kiddies of Florida rides are made in the USA.

For more information, or distributor referral, write Kiddie's of Florida, Inc., 8034 West 21st Court, Hialeah, FL 33016; (800) 543-3437 or (305) 556-2373.



RoboCop

Data East announces availability of its new dedicated upright, *RoboCop*, the game based on the popular movie.

The helmeted part man, part machine, who cruises the city in his armored police car and does fancy gun twirling, has come to the world of video. *RoboCop* is the ultimate in law enforcement.

In the game, players take on a mission as RoboCop to clean up the city and protect innocent victims from drug dealers, kidnappers, and muggers. The hero not only fights off criminals, but also battles the highly sophisticated robots that are determined to control the Detroit of the future.

RoboCop can be ordered with a 19-inch or 25-inch monitor to best suit the needs of a location.

For more information, or distributor referral, write Data East USA, Inc., 470 Needles Drive, San Jose, CA 95112; (408) 286-7080.

Carousel Champ

Coin Concepts introduces the *Carousel Champ* three-player or six-player crane with the original Belgium mechanism.

Carousel Champ is not the usual triple claw machine, but a multi-sided unit that can be placed back-to-back with another to create a hexagon of prize opportunities for players. Used as either a three- or six-player skill game, it provides full viewing of the prize area and is available with button or joystick controls.

In addition, there are dual coin mechanisms at each player station, large prize chutes, and large capacity coinboxes. Locking caster wheels make it easy to move if desired. A dollar bill acceptor is an option.

For more information, or distributor referral, write Coin Concepts, Inc., 12 Edgeboro Road, Unit 4, East Brunswick, NJ 08816; (800) 462-COIN or (201) 390-9009.

Street Basketball

QCK Electronics introduces *Street Basketball*, a basketball game that offers the games of Pig & Horse, Shoot 5, and B-Ball.

Features include digital speech, display and light effects, custom music, three-point play button, and player-selectable games.

Street Basketball is easy to assemble; it has an all-steel frame and high-grade plywood front and sides. The backboard is of Mylar, and the electronics are solid state.

There is an optional ticket dispenser and bill acceptor. Measurements are 32 inches wide by 106 inches deep, with an adjustable height of eight-and-a-half to nine feet. Double coin mechs are located on the front of the game, and the digital display is easily readable on the backboard.

For more information, or distributor referral, write QCK Electronics, 472 Randy Road, Carol Stream, IL 60188; (312) 690-1900.

Mini Pro Golf

Mini Pro Golf debuts a one- or two-player golfing game, *Mini Pro Golf*, that encourages players to try nine or 18 holes of golf.

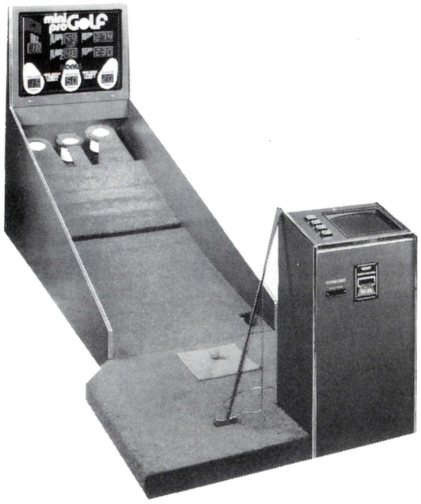
Features include adjustable time limit to putt (20-50 seconds), a countdown timer shown on the screen, standard Mars $1/$5 bill acceptor, adjustable dollar bill pricing, and a black mesh screen that covers the entire putting surface and prevents balls from leaving the play area.

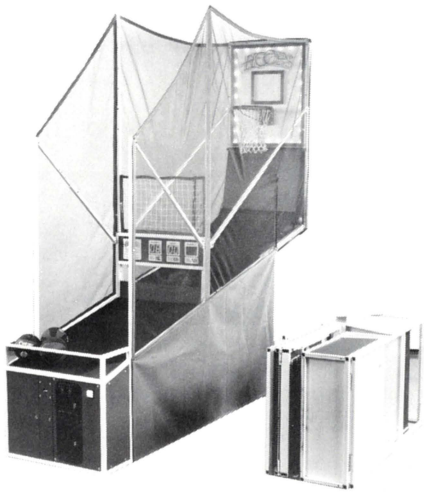
The LED numbers for scoring are highly visible and large. There is a digital scoreboard, optic sensors for low maintenance operation, and state-of-the-art solid state electronics.

The game's putter is securely attached to the unit. Only one golf ball is in play at all times. There are also "on screen" diagnostics. Dimensions are 48 inches wide, 12 feet long, and six feet high.

Options include a ticket dispenser, coin acceptor, second $1/$5 Mars bill acceptor or one that handles $1, $5, $10, and $20 bills.

For more information, or distributor referral, write Mini Pro Golf, Inc., Lakeview Commons Office Center, Suite 303, P.O. Box 114, 146 S. Lakeview Drive, Gibbsboro, NJ 08026; (800) 635-2018 or (609) 346-9886.





Hoops

Adastra introduces *Hoops*, the first fold-up basketball game with features to please both operators and players.

For starters, *Hoops* folds up into a self-contained package that measures five feet by two feet by 32 inches. It fits through any doorway and sets up in less than 30 minutes.

The game offers adjustable length and height from eight feet by eight feet to 10 feet by 10 feet. The frame is all-metal and welded; side panels are transparent fiberglass for clear viewing. Coins per play, game time, replay level, and tickets awarded may be set from a panel inside the coin door. The modular design makes troubleshooting and repair simple.

Players like the photocell scoring, backboard lighting, and two-player scoring that encourages competitive play. Players may be rewarded with free games and by tickets from the optional ticket dispenser module. Sound enhancement indicates each "basket" and denotes the beginning and end of each game.

For more information, or distributor referral, write Adastra, Inc., 8345 W. 16th Ave., Denver, CO 80215; (800) 638-4667.

Cassette-O-Mat

Video View International has developed the video tape rental machine, *Cassette-O-Mat*, that has a fully-automated, credit card-activated system capable of operating 24 hours a day, seven days a week for customer convenience.

The unit stores 340 video cassettes of VHS format, with other options including BETA. *Cassette-O-Mat* automatically records and restores the returned cassettes, making them quickly available for another rental.

It offers an efficient and profitable use of floor space. It is also self-rehabilitating after a power failure. The on-board IBM computer has hard disc, 20-megabit memory backing.

To use the machine, a patron slides in his/her credit or membership card, selects "buying" or "rental" operation, presses the desired cassette number, and confirms with the "enter" key. The "delivery port" dispenses the cassette and issues a receipt. For returns, patrons again use the credit or membership card, press the "return" key, returns the cassette, and receives a return receipt.

For more information, write Video View International, Inc., 1665 Scenic, Suite 104, Costa Mesa, CA 92626; (714) 622-0988 or (714) 957-6427.

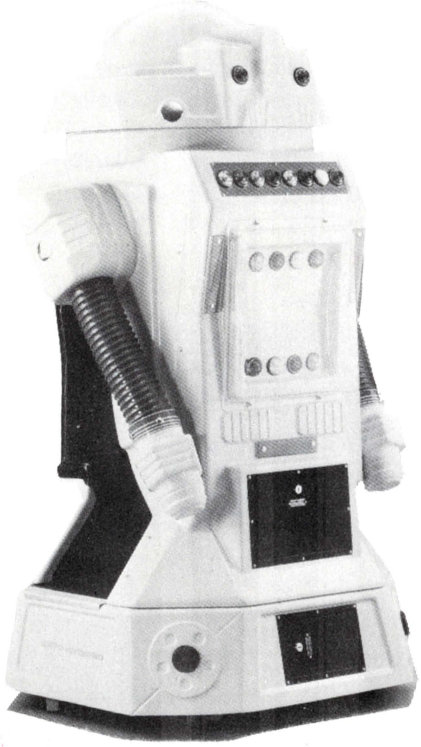
Robby the Robot

Amusement Machine Distributors debuts its newest kiddie ride, *Robby the Robot*, that attracts children with its flashing lights and space-age appearance.

Robby has a small base of three feet by three feet, making it fit into many small spots and increase revenue from every available space. *Robby* is approximately five feet six inches tall and is available in white, yellow, or red.

A unique kiddie ride, it invites children to slide inside the robot and engage in a target shooting game. Many operator-adjustable features make the ride attractive, such as adjustable coinage of one to four coins and adjustable timing from five seconds to five minutes.

For more information, write Amusement Machine Distributors (A.M.D.), 123 Manville Road, Unit #8, Scarborough, Ontario, Canada M1L 4J8; (416) 288-1276.



Arachnid

ENGLISH MARK DARTS™

Oak Cabinet Super 6

Arachnid has designed an elegant oak cabinet for its newest dart game, the *Oak Cabinet Super 6*, that has all the features of the *Super 6* and *Super 6 Plus* English Mark Darts games.

The clock towers on the *Super 6 Plus* have been crafted into two-dimensional laser cutouts that give the oak cabinet a handsome texture and look. The English Mark Darts logo has been translated to laser art and the oak cabinet has been stained and varnished to a golden finish. Above the monitor is the game list, laser engraved on a plaque and stained to match.

The *Oak Cabinet Super 6* has the popular and ever-expanding games list, display monitor, television hook-up, Coin Credit Card, and the English Mark Darts A-Team backing it up with promotions and support.

The game is also available with the convenient dollar bill validator, and an optional bill stacker that stacks up to 400 $1, $2, or $5 bills.

For more information, or distributor referral, write Arachnid, Inc, 6421 Material Ave., P.O. Box 2901, Rockford, IL 61132; (800) 435-8319, or in Illinois (815) 654-0212.

Card Ball

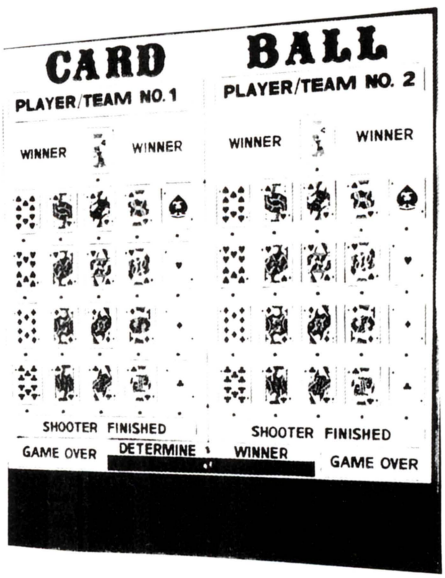
Cardball International has developed a new game of fun and skill that adds profitability to coin-operated pool tables without taking up any more space.

Card Ball adds the game of poker to pool tables with a lighted and computerized Electronic Display Scoreboard, set of 21 professionally card-marked balls, and a modified ball return mechanism (where needed).

This novel approach to billiards offers another option of game play for pool table operators and can increase revenue from equipment that already enjoys a long life on location.

The scoreboard is mounted on the wall and can be seen from a long distance. Both poker and pool strategies come into play during a game utilizing *Card Ball*. It also attracts an audience to the pool table(s) at a location.

For more information, write Cardball International Ltd., 5451 Trunk Road, Delta, B.C. Canada V4K 1W65; (604) 946-7644 or (604) 943-4634.



Angle System

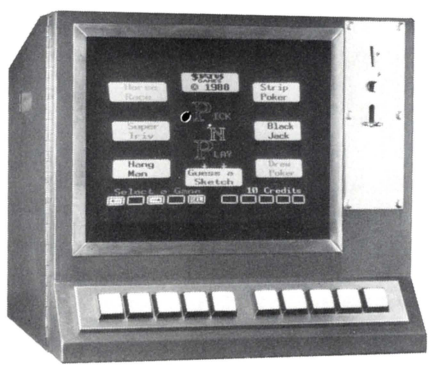
Plateau has developed four models of its universal cabinet system, the *Angle System*, that allows new kit installation in 15 or 20 minutes.

Rotation is the key to the *Angle System*. The drawer that fits all models comes complete with a board holder, pre-drilled control panel and plexi, and a JAMMA harness with slip-on connectors for one and two-joystick games.

The system has quick releases for game drawer/marquee and easy rotation and adjustment of the monitor. Each cabinet includes monitor, power supply, coin door, complete JAMMA-type harness, and control panel.

Plateau has paid attention to details to create hardware that lasts. The *Angle System* is available in 19- and 25-inch uprights and also as a table model and countertop. All cabinets come with a 90 day guarantee.

For more information, write to Plateau, Inc., 1 Plateau Lane, Tracy City, TN 37387; (800) 228-8974.



Pick 'n Play

Status Game Corp. offers a multi-game kit, *Pick 'n Play*, that has 12 games in one countertop. It is a Status System I update kit that easily converts existing Status countertops and uprights in minutes and is also available as a universal horizontal kit or dedicated countertop.

Pick 'n Play contains a combination of vintage Status games with all-new features and graphics. Among the games are: Horse Race Derby, Strip Poker, Joker Poker Deluxe, Blackjack, Guess-A-Sketch, Super Hangman, Sex Triv, Jokes, Sports Triv, Entertainment Trivia, Movie Triv, and General Knowledge.

Operators are afforded an extensive menu screen with numerous options for each game. One key feature is the offering of any combination of games, up to all 12 at one time. This allows customizing of games to suit the location's needs. There's also a new all-color advertising feature that can be programmed right on location without the added cost of a separate keyboard.

For more information, or distributor referral, write Status Game Corp., 336 Stamm Road, Newington, CT 06111; (203) 666-1960.

Final Lap Upright

Atari Games now offers its driving game, *Final Lap*, in a two player upright cabinet as well as a sit-down, to accommodate a wider range of locations.

The game features realistic controls such as a hi/low shifter, accelerator pedal, and steering wheel with return-to-center steering. Each player has his/her own realistic first-person view of the track and sees the cars of competitors on the screen.

As many as four units, upright and/or sit-downs, can be linked together for an impressive bank of games with as many as eight players competing head-to-head. New players can start a game even when another race is in progress. One player competes against the clock or multiple players race at the same time.

If one player finishes the lap, all players get extended time. When a player sets the best lap time, he/she goes to the winner's circle.

The game is engineered and designed by Namco Ltd.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, P.O. Box 361110, Milpitas, CA 95035; (408) 434-3700.

Test equipment source book

The latest catalog from Contact East features a wide selection of brand-name test and measurement instruments, including Tektronix and Fluke. This source book for service engineers, managers, and technicians offers reliable products for testing, repairing, and assembling electronic equipment.

Among the items highlighted in the catalog are DMMs, oscilloscopes, probes and accessories, BOBs, capacitance meters, VOMs, EPROM programmers, soldering supplies, adhesive static protection supplies, inspection aids, precision hand tools, tool kits, and much more. All products are described in detail with specifications, full-color photos and discounted pricing.

Contact East's "same day shipment" policy means orders received by 3 p.m. are shipped by 5 p.m. To receive a free copy, write Contact East, 355 Willow St. So., P.O. Box 786, North Andover, MA 08145; (508) 682-2000.

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General
Catalog

Coin device for billiards

Central Vending Services has developed a solid-state device used to raise the pricing on UBI pool tables with battery-operated coin drawers. It eliminates the 50-cent mechanical flip-flop and the moving parts which were prone to cause coin jams.

The pricing is flexible in 25-cent increments, from 50 cents to $2.25 per game, and it's accomplished by a dip switch. Installation time is 15 minutes and can be done on location. This device, which costs $39.95 per unit, can be used with either six- or 12-volt motors.

For more information, contact Central Vending Services, 432 All Angels Road, Hopewell, NY 12533; (914) 896-9000.

Pro joysticks

Happ Controls has the Model 60-6288-00 Joystick with microswitches for precision control, complete with colorful packaging. It stands behind this joystick, which has quick response and tactile feedback for precision control, with a full five-year warranty.

Happ Controls also has the Competition Pro 5000 Joystick, an arcade-quality piece of equipment. It's used with the Atari 2600 and 7800 and all Atari computers, the Commodore 64 and 128, and computers from Amiga.

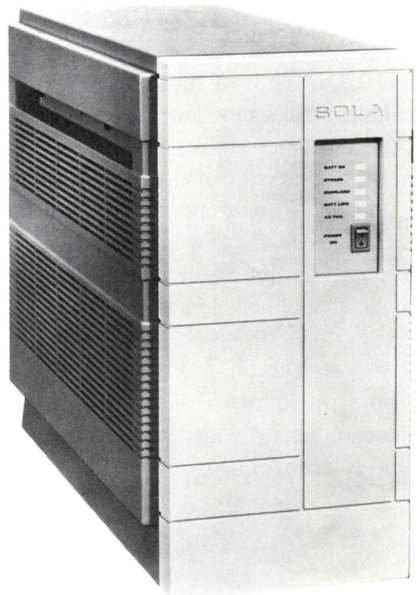
For more information, contact Happ Controls, 1251 Pagni Drive, Elk Grove, IL 60007; (312) 593-6130.

UPS system

Sola introduces a new electronic, uninterruptible power system (UPS) called the Mini-UPS/2. The portable, plug-in unit features an improved output power factor and an increased crest factor. It also offers an overload bypass, which previously was available only on larger UPS systems.

The Mini-UPS/2 is a true on-line UPS that operates continuously during normal line-power conditions, which provides voltage regulation plus isolation from noise and transients. Battery reserve is always on-line and automatically supplies the critical load with no-break, uninterrupted power in case of any line-power failure.

For more information, contact Sola, A Unit of General Signal, 1717 Busse Road, Elk Grove Village, IL 60007; (312) 439-2800.



Small business tax-planning

Research Press Inc. has released a new type of tax-planning program that will help tax advisors and small business owners cope with the complex questions of tax deferral. Called *Defertax*, the Lotus 1-2-3 worksheet is designed to help analyze the benefits of tax deferral for millions of small business owners.

It will compute taxes for regular C corporations, S corporations, and partnerships and proprietorships for a single taxpayer or couple. It also has a unique computation that allows for multiple business ownership in the case of partnerships or proprietorships. *Defertax* is sold with an unconditional 60-day money-back guarantee; the cost is $45.

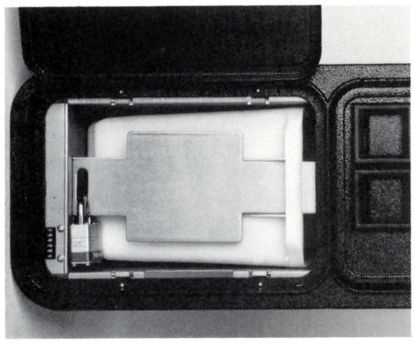
For more information, contact Research Press, 4500 W. 72nd Terrace, Box 8137-P, Prairie Village, KS 66208; (913) 362-9667.

Locking bar

Your money is safe from theft with the locking bar from Coin Controls. Forged from cold rolled steel, the locking bar is more than one-tenth of an inch thick to resist force from vandals.

The locking bar fits into a slot in the bottom of the enclosure, runs up through the handle of the cashbox, and is then lodged against the inside of the coin door frame. The locking bar is held in place with a #3 or #4 Master lock, or a lock of similar size.

For more information, contact Coin Controls Inc., 1000 A Touhy Ave., Elk Grove Village, IL 60007; (800) 323-8174 or (312) 228-1810.

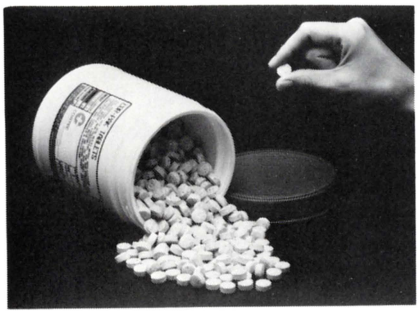


Corrosion protection

Cortec Corp. has released an improved version of its Cor-Pak tablets, which are now designed to provide corrosion protection for packaged ferrous and nonferrous metal products. Typical applications include metal, electric, and electronic components or assemblies packaged in cardboard boxes, plastic pouches, or metal or wood containers.

The tablets have proven to provide months of protection, even during overseas transport or storage in corrosive environments. The nitrite-free tablets are easy to use, and no time-consuming labor is required. Just prior to sealing, the tablets are simply dropped into the package. One 3c tablet can effectively protect up to seven liters of enclosed space for up to 24 months.

For more information, contact Cortec's Boris Miksic at (612) 224-5643 or Tomas Gardebring of Sheggeby Advertising at (612) 933-4385.

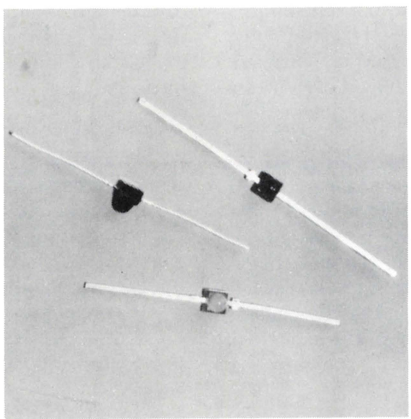


LED lamps

The Component Products Division of IEE has made an addition to the Jupiter LED lamp product line: the Series LL93. The subminiature LED lamps are molded in an axial lead epoxy package; they're available in orange, green and yellow source colors. The lens is water-clear and provides a 34-degree viewing angle.

The low package profile makes the lamps suitable for PC board mounting in space-sensitive applications. The 20mA of drive current produces typical luminous intensities of 12.5 mcd for orange, 15.0 mcd for green, and 8.5 mcd for yellow devices. These axial lead lamps are priced at 21 cents each in lots of 1,000 pieces. Delivery is from stock to six weeks ARO.

For more information, contact the Customer Service Dept., IEE Component Products Division, 7740 Lemona Ave., Van Nuys, CA 91409; (818) 787-0311, ext. 377.



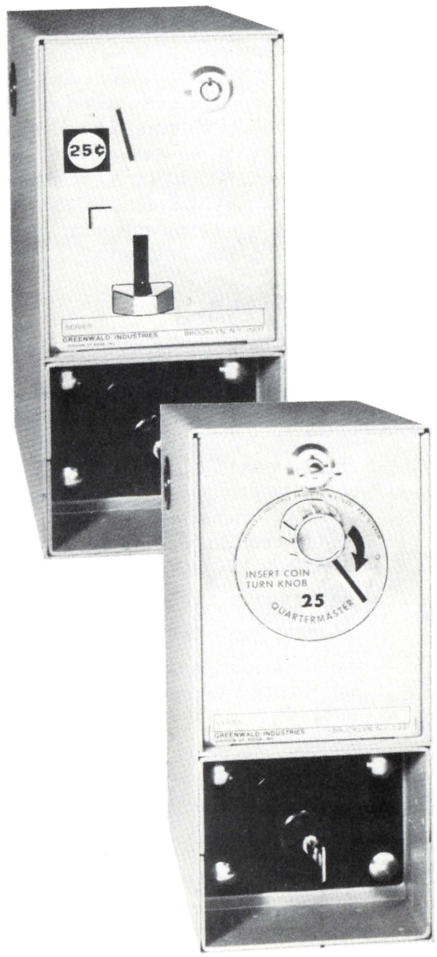
Coin meters

Greenwald Industries introduces the compact 4300 Meter, available in two models: the Coronet and the Quartermaster. Both use a common meter case coated with an electric-blue, epoxy-based sealant paint that provides superior corrosion and chip resistance.

The drop-coin version features Greenwald's new Coronet coin acceptor. The Coronet has angled coin entry, a return cup and button, and a highly slug-resistant coin-accepting mechanism. There's also an "Ultra-Guard" money box with a $70 coin capacity and the new 2300 electric timer. It can be adapted to accept Greenwald 118-1 tokens, as well as quarters.

The Quartermaster model is a turn-knob version featuring time accumulation with each coin deposited. Pricing of 50 cents, 75 cents and $1 is available, as are snap-on nylon cams for quick timing conversions. There is token operation for use with Greenwald 118-10 tokens and an optional time limitation feature, which restricts overuse by any one customer.

For more information, contact Greenwald Industries, 1340 Metropolitan Ave., Brooklyn, NY 11237; (718) 821-9000.



the human side
A Dale Carnegie® Feature

Coping With Stress

by Arthur R. Pell, Ph.D.
Consultant, Dale Carnegie & Associates, Inc.

What do you do when you feel overwhelmed by stress? All of us face stress in our work and in our lives. Stress is not necessarily bad. Stress often motivates us to accomplish things that seem impossible to achieve. However, when stress becomes too great to handle, it can lead to physical and psychological impairment.

Fortunately, it is possible to cope with most stressful situations by applying one or more of the "stress-copers" listed in the acronym, "STRESS."

S elf-discipline
T ender loving care
R elaxation
E xercise
S ense of humor
S eek help from others.

Self-Discipline

Ben Karp's temper had caused him innumerable problems in his life. He had a short fuse and whenever he was the slightest bit stressed, he would scream at whoever was near him. It would relieve the immediate tension in him — but cause tension in all the people around him.

When Ben was cautioned by his boss that, if he could not keep his temper under control, his future in the company was in jeopardy, he realized that what he considered a stress reliever — getting the stress out of his system by ranting and raving — was not only causing problems with other people, but actually exacerbating his own stress. This awareness led to a concerted effort on Ben's part to contain his emotional outbursts. Ben made a game out of this and, by rewarding himself with a small treat each time he succeeded, he built up his resistance to give in to his urges. Not only did this reduce the number of tantrums, but enabled him to accept more readily the matters that had caused the tantrums, reducing the stress of his job.

Tender Loving Care

Taking care of oneself is important to good health and people in good health are less likely to be stressed. Beverly was overweight, had a slightly elevated blood pressure and always seemed to be tense. Everything annoyed her and she had frequent headaches and other physical problems. She always looked bedraggled and paid little attention to her clothes and appearance. She blamed all this on the pressures of her job. Her physician suggested that the real reason may be the reverse. He put her on a weight-reduction and a blood-pressure-control diet. The result: She lost weight, felt healthier and started to take more interest in her appearance. She changed her hair style and bought some new clothes. By treating herself with tender, loving care, Beverly became less tense and was able to cope with many of the aspects of her job that had previously stressed her.

Relaxation

Most stress experts agree that when one is under stress, relaxation is the most effective immediate therapy. How one relaxes depends on the circumstances in which the stress occurs and the different methods of relaxation appropriate for the individual and the situation.

In a recent survey, this author asked a group of men and women what they did to relax when they were pressured on the job. Among the responses:

.."I get out of the office and window shop."
.."Yoga exercises"
.."Meditation"
.."Deep-breathing exercises"
.."If it's a nice day, I go outside and get some fresh air."
.."I stop working on the assignment that pressures me and do some other work. When I get back to the original job, it's no longer as stressful."

Each person should develop several activities that can relax them when under pressure that can be appropriately engaged in on the job. Even a few relaxing moments can reduce the stress and enable a person to return to the job refreshed and ready to deal with it.

Exercise

Steve, a money manager in an investment firm, had to make decisions every day which could make or lose millions of dollars for his company. He came home from work so stressed that he would yell at his children and fight with his wife. It reached the point where his children would hide when they heard his car coming into the driveway. At the advice of a counselor, he joined a health club. Instead of going straight home after work, Steve now plays a hard game of racquetball at the gym. By the time he gets home all the tension is out of his system and a wholesome family life has been re-established.

Sense of Humor

When the pressures are beating us down, it is hard to see any humor in a situation. However, when we look back at things that have stressed us in the past, we often laugh at them.

Karen's boss had just chewed her out. Sure, she had misinterpreted his instructions and made a major error in the project, but he should have recognized that, if his instructions has been clearer, this wouldn't have happened. She was tense, unhappy and felt unfairly treated. However, instead of letting this dominate the rest of her day, she thought, "Didn't he look silly with his red face and the way he jumped up and down." She began to laugh and the stress began to fade as she tackled the job of correcting the project.

Seek help from others

Sometimes stress is so overwhelming we cannot cope alone. Professional counselors, clergy, specialists in specific areas can be called upon to help. When Judith's husband died, she was so distraught she could not do her job. Fortunately, she had the good sense to seek help from a grief therapist, who helped her cope with the situation.

Remember, you are not alone. Some companies have Employee Assistance Programs to help their employees overcome personal problems that cause stress. Community services and private sources are available almost everywhere.

Don't let stress get you down. By applying one or more of the above suggestions, you can take steps that will help you cope with the problems that pressure you and enable you to get back to a normal and productive life.

Pocket/purse size reprints may be purchased (10 for $10.00) or (25 for $20.00) from Dale Carnegie & Associates, Inc. 1475 Franklin Avenue, Garden City, NY 11530

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Cabal	9/88	(J)	H	2Pl	3	Ninja Gaiden	12/88	(J)	H		
Chopper I	6/88	(J)	H			P.O.W.	9/88	(J)	H	2Pl	3
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Abbreviations: 9/88 = Released in U.S. Sept. 1988. (J) = Jamma Edge Connector
H/V = Horizontal/Vertical Monitor 2Pl = 2 Player Interactive Play
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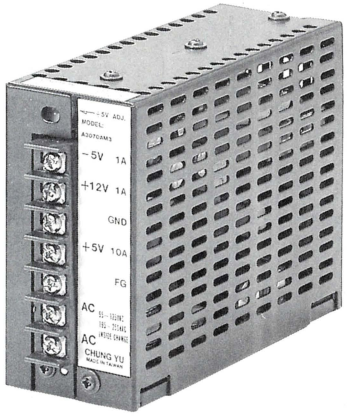

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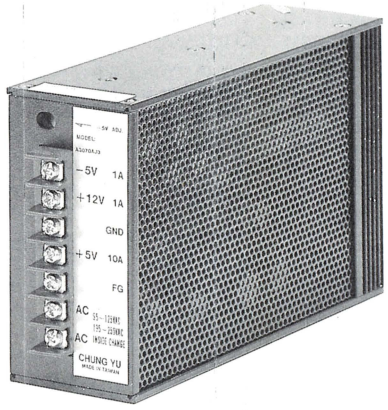

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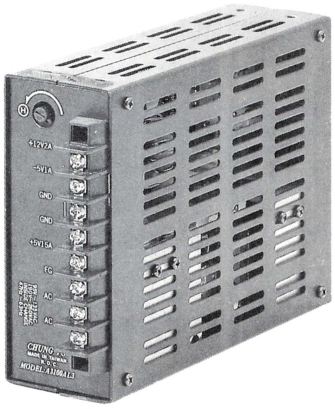

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ALUMINUM

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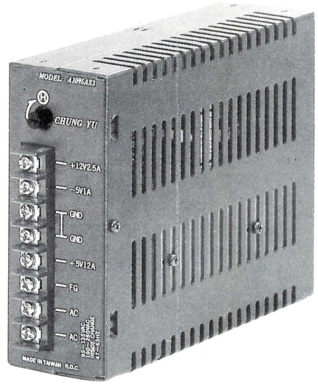
15A



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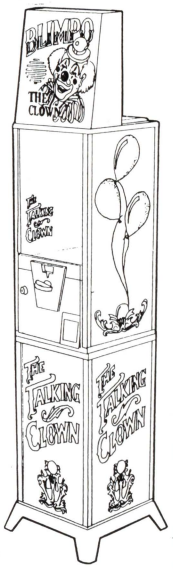

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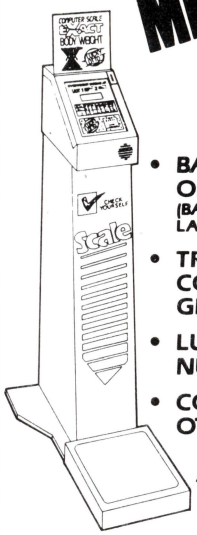

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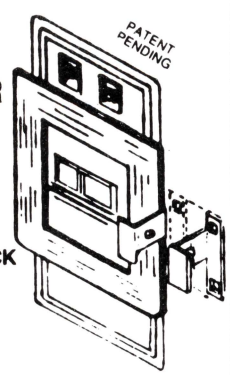

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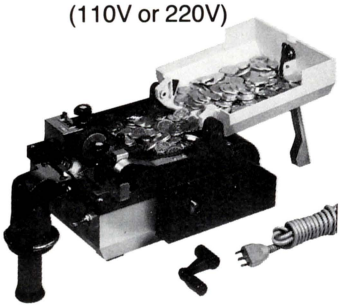

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January 26 27 28 29
Florida Amusement and Vending Association (FAVA) Vending Show, Omni Expo Center, Orlando, Fla. Contact Kathey Fanning (904) 878-3134.

February 23 24 25
American Coin Machine Expo (ACME), sponsored by Play Meter and the American Amusement Machine Association (AAMA), Bally's Reno, Reno, Nev. Contact W.T. Glasgow (312) 333-9292.

March 2 3 4
South Carolina Coin Operators Association (SCCOA) Annual Convention and Trade Show, Sheraton Hotel, Columbia, S.C. Contact Helen Sikes (803) 779-2498 or 345-2048.

March 30 31—April 1
Amusement and Music Operators of Texas (AMOT) Annual Convention and Trade Show, Raddison Hotel, Austin, Texas. Contact Vancie Todaro (409) 776-8287.

March 31—April 1 2
Minnesota Operators of Music and Amusements (MOMA) Annual Exhibit and Trade Show, Sheraton Park Place, Minneapolis. Contact Hy Sandler (612) 927-6662.

April 7 8 9
Wisconsin Amusement and Music Operators (WAMO) Annual Dart Tournament, Olympia Resort, Oconomowoc, Wis. Contact WAMO (414) 529-4704.

April 16 17 18
Amusement and Music Operators Association (AMOA) Annual Government Affairs Conference, The Hyatt on Capitol Hill, Washington, D.C. Contact AMOA (312) 644-6610.

April 20 21 22 23
Florida Amusement and Vending Association (FAVA) Music and Games Convention, Omni Expo Center, Orlando, Fla. Contact Kathey Fanning (904) 878-3134.

May 3 4 5 6
AMOA National Dart Association (NDA) International Team Championships, Sahara Hotel, Las Vegas, Nev. Contact Joe Conway (414) 263-2444.

May 4 5 6
Ohio Coin Machine Association (OCMA) Annual Exhibit and Trade Show, State Fairgrounds, Day's Inn, Columbus, Ohio. Contact OCMA (312) 369-2406.

May 18 19 20 21
Wisconsin Amusement and Music Operators Association (WAMO) Spring Convention, The Abbey Resort, Lake Geneva, Wis. Contact WAMO (414) 529-4704.

June 9 10
Amusement and Music Operators of Virginia (AMOV) Annual Meeting and Show, Fort Magurdes Inn and Conference Center, Williamsburg, Va. Contact AMOV (804) 262-9283.

June 9 10 11
Illinois Coin Machine Operators Association (ICMOA) Annual Meeting and Trade Show, Clock Tower Resort, Rockford, Ill. Contact ICMOA (312) 369-2406.

July 21 22
Pennsylvania Amusement and Music Machine Association (PAMMA) Annual Meeting and Trade Show, Seven Springs Mountain Resort, Champion, Pa. Contact PAMMA (717) 232-5322.

August 18 19 20
Amusement and Music Operators of Tennessee Annual Meeting and Trade Show, Nashville, Tenn. Contact Gordon Archibald (901) 377-3525.

September 21 22 23
Michigan Coin Machine Operators Association (MCMOA) Annual Exhibit and Trade Show, Clarion Hotel, Lansing, Mich. Contact MCMOA (517) 372-2323.

September 21 22 23
West Virginia Music and Vending Association (WVMVA) Annual Meeting and Show, Gateway Holiday Inn, Barbersville, W. Va. Contact WVMVA (304) 949-3289.

International 1989

January 25 26 27 28

IMA, German Amusement Exhibition, Messegelande, Frankfurt, West Germany. Contact Heckmann GmbH 06121 58 04 0.

February 23 24 25

Blackpool Amusement Exhibition, Winter Gardens, Blackpool, England. Call 0253 25252.

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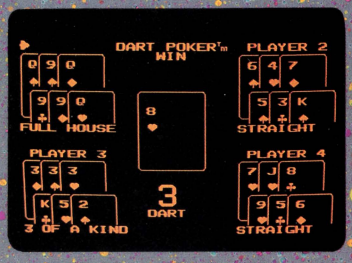

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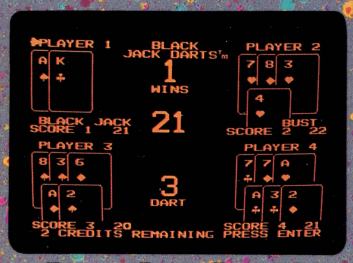

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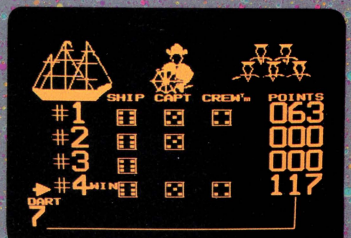

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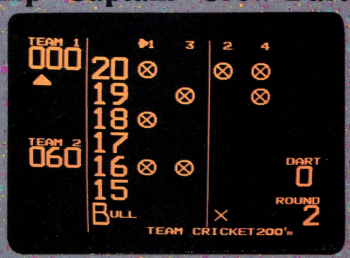

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